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# COFFEE

—from the—

## Bartchinhulla Estates, MYSORE.

One of the finest parcels of Coffee received into the London Ports has been consigned to Messrs. James Lyle & Co. from the well-known Bartchinhulla Coffee Estates. Messrs. Lyle & Co. having purchased the whole of this Estate of Coffee, which represents 89,600 lbs. of a particularly high-class article, can strongly recommend it as a

### Breakfast and Luncheon Coffee.

1s. 6d. per lb.

Absolutely Pure and Freshly Roasted.

Sample 1 lb. by Parcels Post 1/8 to any part of the United Kingdom.

Special Terms for Hotels and Restaurants.

When ordering Coffee please state whether whole or ground.

Extract from a Letter received from R. H. ELLIOT, Esq., of the Bartchinhulla Coffee Estates, to Messrs. JAMES LYLE & CO. :—

"Mysore.

"I am forwarding to you the cream of my 1911 crop of coffee, the quality of which, I feel confident, is probably superior to any previous shipment."

## James Lyle & Co.

(Established 100 Years),

15, Old Bond Street, London, W.

# ROYAL SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS.

The work of this Society, which was founded in 1824, and has branches in most of the large towns of England and Wales, has a strong claim for the support of the charitable lovers of the animal creation. It is

### SUPPORTED ONLY BY VOLUNTARY CONTRIBUTIONS.

and the Council need every assistance to enable them to continue their work—which is both educational and punitive.

### WHAT THE SOCIETY DID LAST YEAR (1910).

- |  |  |
|--|--|
| 6,556 offenders were prosecuted and convicted for cruelty to animals.                                    | 24,344 persons guilty of minor acts of cruelty were cautioned by Inspectors.                           |
| 153 persons were acquitted, but the Society's costs were remitted, which justified the Society's action. | 3,243 Sermons were preached on the subject of Mercy to Animals, by Clergymen of the Church of England. |
| 1,073 persons guilty of minor acts of cruelty were admonished in writing.                                | 299,133 Essays were written by school children on the subject of Kindness to Animals.                  |

EDWARD G. FAIRHOLME, *Secretary*,  
105, Jermyn Street, LONDON, S.W.

## New Season's China Tea

—FROM—

### THE NOTED HOUSE OF JAMES LYLE AND CO. ESTABLISHED 100 YEARS.

For 100 years this firm has stood in Old Bond Street as one of the foremost exponents of the trade in pure China Tea. Purchasers are safe in the expert hands of Messrs. Lyle. The Teas which they offer as China Tea are the veritable product of the finest gardens in China.

A sample tin containing 2 oz. of either of the following blends will be sent free, upon receipt of 3d. in stamps for postage, or the entire range of six samples, containing 12 oz., for 1/6 post free.

	Per lb.
THE SIR ANDREW CLARK BLEND	3/6
E BLEND, consisting of the finest Lapsang Souchong, Flowery Pekoe, and Oolong	3/0
D BLEND, consisting of finest Souchong, Moning, and Kaisow, Oolong and Scented Orange Pekoe	2/9
C BLEND, consisting of the finest Ninchow, Kaisow, and Souchong	2/6
B BLEND, consisting of Souchong, Kaisow, Moning, and Oolong	2/3
A BLEND, consisting of pure Moning, Kaisow, and Scented Orange Pekoe	2/0

The late Sir Andrew Clark's Blend consists of the finest Lapsang Souchong and other China Teas, and its consumption was strongly supported and recommended by the late great physician. The actual blend, as given by Sir Andrew Clark, is prepared by J. Lyle & Co., and supplied by them to the Royal College of Physicians to the present day.

**JAMES LYLE & CO.,**  
15, Old Bond Street, London, W.

By Appointment  
to . . . . .



His Majesty  
the King.

## GEO. ROWNEY & CO.'S Artists' Water Colours

Are ground finer than other makers', and flow more evenly without granulation.

The Colours go farther, and therefore are the cheapest in the end. Ask for

### ROWNEY'S ARTISTS' COLOURS,

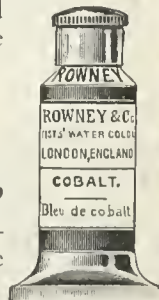
and should you find any difficulty in obtaining them, write direct to the manufacturers,

## GEO. ROWNEY & CO.,

61, Brompton Road,  
Knightsbridge, S.W.,

AND

10 & 11, Percy Street, W.  
LONDON.



**TO-DAY, TO-MORROW,  
AND FOR YEARS  
TO COME**

**— UNCHANGING! —**

that's one of the features of the "Swan" Fountpen. Think what it means! to be the possessor of a pen which exactly suits the hand and is always the same. Again, isn't it a comfort to have ever handy your own "Swan" which simply needs to be taken up—the cap reversed—and is then as ready to write as you are?

**PEN PERFECTION HAS BEEN REACHED IN**

**The NEW**

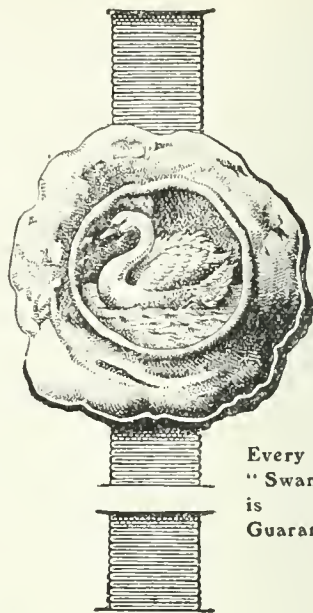
# "SWAN SAFETY" SCREW-CAP FOUNTPEN.

**CAN BE  
CARRIED  
IN ANY  
POSITION  
WITHOUT  
FEAR OF  
LEAKING.**

The "Screw-on cap" has an inner cap, the bevelled edges of which fit into a recess or step in the nib section. The effect of this is—that the gold nib is not only protected by the cap, but it is kept in an air-tight chamber.

The new feed, termed by us the "Ladder" feed on account of its comb-like capillary slots, holds the ink against the nib just as it was when writing ceased, so that the pen starts again instantly it touches the paper.

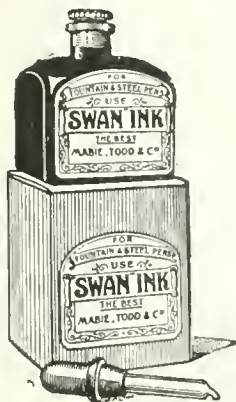
Made in 3 lengths and sizes, 12/6 upwards.  
Ask for descriptive Booklet.



Every  
"Swan"  
is  
Guaranteed.



## NOW—ABOUT INK



Ink costs so little that you might as well get the best. By the "best" is meant the ink which will not clog your fountain pen—corrode your steel pen (if you are still a "victim" of the latter), and when placed on paper turns a fine permanent black.

**"SWAN" INK** costs no more than other inks, but is far superior for all writings.

A bottle that won't tip over.

A pen filler shaped like a cork.

Prices: 6d. and 1s. (with Filler).

Business Sizes: 2s. and 3s. (no Filler).

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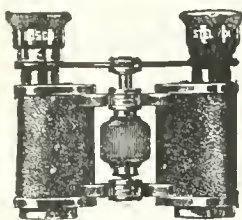
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The advertisement is a detailed illustration for Hill & Smith Limited. At the top, two banners read "Round Bar Fencing" and "Strained Wire Fences". The central focus is a large, ornate wrought-iron gate with the company name "HILL & SMITH LIMITED" arched over it. To the left of the gate is a "CATTLE CRIB" and below it, "Impregnable Rail". To the right is a "GARDEN CHAIRS" illustration and below it, "BLACK VARNISH". At the bottom right, a "FARM GATES" illustration is shown. The bottom of the advertisement features a banner for "Brierley Hill Iron Works" in "Staffordshire". In the bottom left corner, the address "LONDON 118, QUEEN VICTORIA ST. E.C." is printed.

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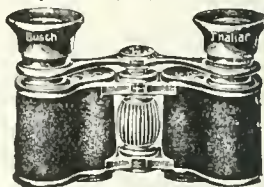


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AN EXPERT OPINION.

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"Lord Charles has been looking through a pair of Mr. Busch's glasses, which had engraved on them 'Prisma Binocle Terlux.'

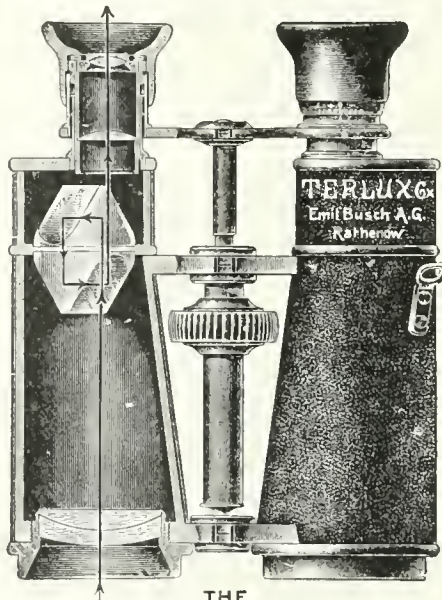
"Lord Charles, during his long experience at sea, has never before looked through so good a pair of glasses."

*And later—*

"I have a pair of your Prism Binoculars. They are certainly by far the best glasses I have ever used."

(Signed)

CHARLES BERESFORD,  
*Admiral.*



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The finest and largest Collection of Models  
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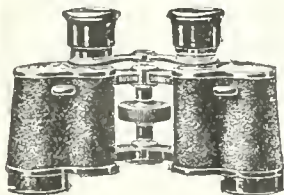
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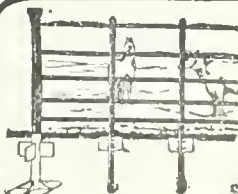
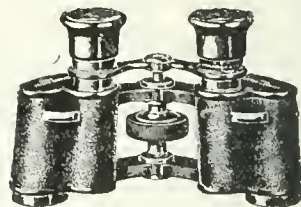
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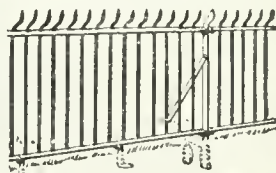


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WOLVERHAMPTON,

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Catalogue Free.



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TRADE MARK H.H. NO. 319135

**Velvet Grip**  
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SEE the GUARANTEE TICKET



**THE ONLY GRIP  
THAT GRIPS SECURELY**

**DOES NOT INJURE THE  
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**KEEPS THE CORSET  
WELL DOWN ON THE  
HIPS.**

No Hose Supporter equals the "Velvet Grip" for ease and comfort.

Be sure that the words "Velvet Grip" are stamped on every loop—without which none are genuine.

ALL these have Clip tops.

Width.	Single ends	Double ends
1½ in. Plain Cotton Elastic	No. 401 1 -	No. 601 1/-
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By post 1d. per pair extra.

No. 40.  
Best Silk.  
2/6 per pair.

If unable to obtain from your Draper, write to—  
**THE MANUFACTORY, Hackney Road Works,  
LONDON, N.E.**



# Waterman's (Ideal) Fountain Pen

## For Birthdays and All Days

there is no present that is appreciated so much as a Waterman's Ideal in one of its many dainty forms. If you have not been fortunate enough to have had one presented to you, do not wait for the happy occasion—buy one for yourself NOW, and so ensure freedom from all pen worries.



"Although I have received at different times various kinds of fountain pens as presents, I have nevertheless been obliged to *invest* in a Waterman's Ideal, and now use it exclusively."

(Signed)

SIDNEY WHITMAN.

Made in three styles: Regular, Safety, and Pump-Filling. Prices of the Regular Styles: 10/6, 15/6, 17/6, 21/6, and upwards. In Silver and Gold for Presentation. Of Stationers, Jewellers, &c. Booklet free from L. & C. HARDTMUTH, Ltd., Koh-i-noor House, Kingsway,

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Ask to see Waterman's Ideal Safety and Pump-filling Pens, 12/6 and upwards

USE WATERMAN'S INK—BEST FOR FOUNTAIN PENS.

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## HAIR TONIC

### LETS THE HAIR GROW.

**T**HAT'S the secret of its marvellous success. It **LETS** the hair grow. No forcing, massaging, or other scalp gymnastics need be performed with "VASELINE" HAIR TONIC. It **LETS** the hair grow by removing all obstructions, by killing all harmful germ life. It penetrates the scalp, and gets right down to the roots of the choked-up follicles, and frees the tender hair, so that it can fight through.

"VASELINE" HAIR TONIC is unlike any other preparation offered for the hair. It is a real hair fertiliser, and is to the hair what sunlight is to plant life. It is both a skin and hair food.

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*FREE—A descriptive pamphlet, explaining the uses of all the "Vaseline" preparations, will be sent post free on application.*

The word "VASELINE" is the Registered Trade Mark of the

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has all the essentials of a perfect Cocoa: **ABSOLUTE PURITY, EXQUISITE FLAVOUR, THOROUGH DIGESTIBILITY**, and remarkable **RECUPERATIVE** and **ENERGISING** properties. The *Lancet* characterises it as "most genuine Cocoa"; and that famous authority, the late Sir Andrew Clarke, used to say: "Let the patient have Schweitzer's Cocoatina, if you please; it does not constipate."

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In Daily Use at the Imperial and Royal Courts of Great Britain, Germany, Russia, Denmark, Greece, &c.

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HOME, INDIA, AND COLONIES.

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THE QUEEN.

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**THE LEADING HOUSE IN THE WORLD FOR  
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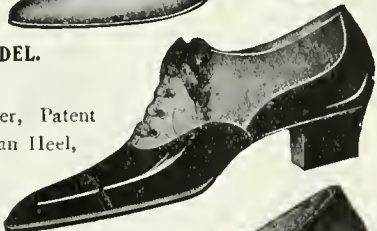


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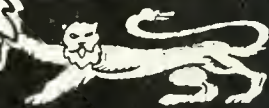


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LAVENDER  
FURNITURE  
CREAM** IN DOULTON  
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*does not fingermark, has a most fragrant  
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**Free Sample** from  
JACKSON, ~ ~  
OLMAR ST. LONDON. S.E.

**Price**  
**6d, 1/-, 2/-.**

*Makers of Jackson's Floor Wax & Varnish Stains.*

SOLD BY ALL THE PRINCIPAL STORES, GROCERS, OILMEN, IRONMONGERS, &c.

In cases of difficulty connected with Floor Staining or Polishing, apply to—

**JACKSON & SONS, Olmar Street, S.E.**





The BEDFORD.  
A favourite Barker Chair.  
No better value is possible. **42/-**



The OVERTON.  
A cheap but reliable  
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The WALDORF.  
Wing, with loose  
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These examples are taken from a Catalogue of 91 New and Original Designs, just published, and sent post free. Cosy Chairs for sitting room, and in dainty coverings for bedrooms. Every Barker Chair and Settee is made on the premises, and is sold at what are actually manufacturers' prices.

*Customers are specially invited to visit the Showrooms, when the comfort-giving qualities of any model can be personally tested.*

### JOHN BARKER & Co. KENSINGTON Ltd.,



The CARLTON SPECIAL.  
A famous Barker Chair, stuffed  
all hair. Supreme value. **95/-**



The BARKER  
SPECIAL CHESTERFIELD.  
Stuffed all hair, covered cretonne. This  
Settee is the lowest in price and the best  
in quality in London. **£5 5s.**

By  
Appointment



To His Majesty  
The King.

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THE "AQUASCUTUM" TOWN COAT.  
Waterproof, pure wool, self-ventilating.  
From 3 Guineas.

As worn by the leading  
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*The soft tones and beautiful colourings, the fine texture, the distinctive and distinguished designs, and the hygienic perfection of "Aquascutum" garments are appreciated by everyone who has worn them.*



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Made in our New "Streccan" Tweed.  
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Suitable for all climates, ready for immediate wear, or made to order.

The elasticity of our new  
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renders them the ideal  
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Made in exclusive designs and exquisite  
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**AQUASCUTUM Ltd. 100 Regent Street London W.**

Overcoat Specialists.

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179, 181, & 183,  
REGENT STREET,  
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These little Watches are perfectly reliable, and have given great satisfaction all over the world. Can be worn in Dress, Blouse, Wristlet, Coat, &c.

Plain Gun-metal, 17/6; Plain Gold ...	£2	7	6
Gold, Set Pearls ...	4	7	6
" " " and Rubies ...	5	5	0
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Front View.

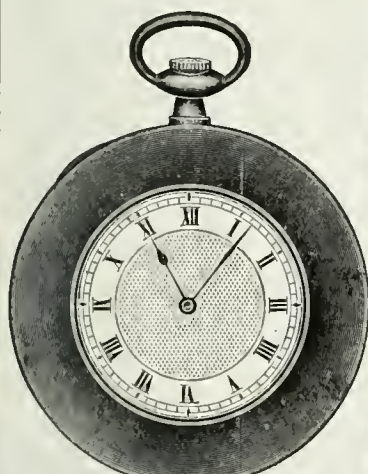


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For Ladies  
or  
Gentlemen.

The largest  
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Novelties in  
London for  
Gifts of all Kinds.

A visit of  
Inspection invited.

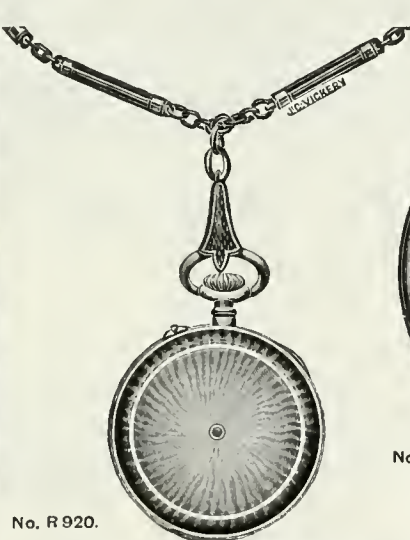


No. R 925.

J. C. VICKERY

Vickery's Latest Production in  
Evening Dress Watches—quite flat,  
and thoroughly reliable timekeepers.

18-ct. Plain Gold ...	£9	5	0
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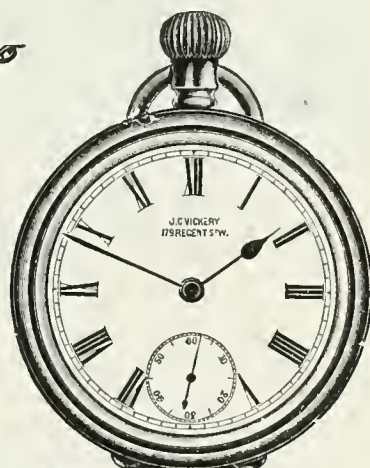


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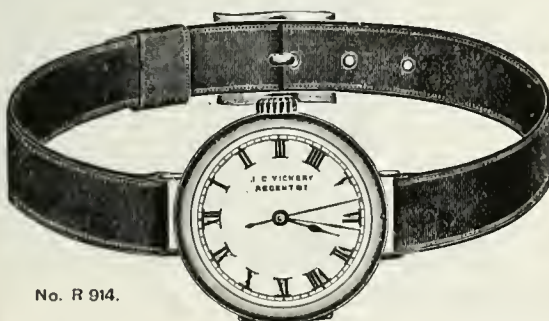
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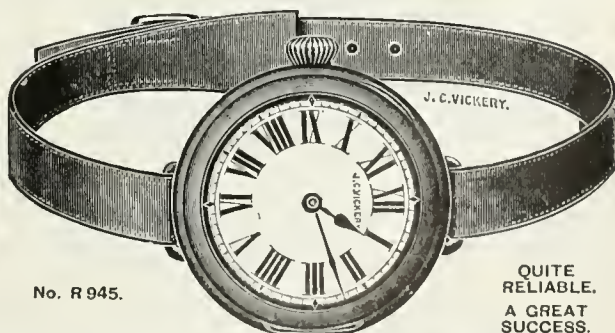
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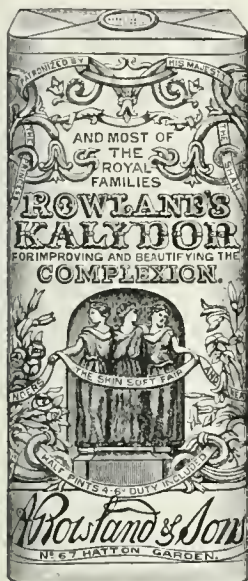


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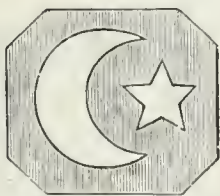
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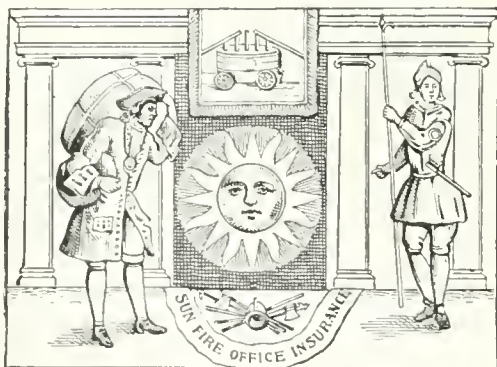
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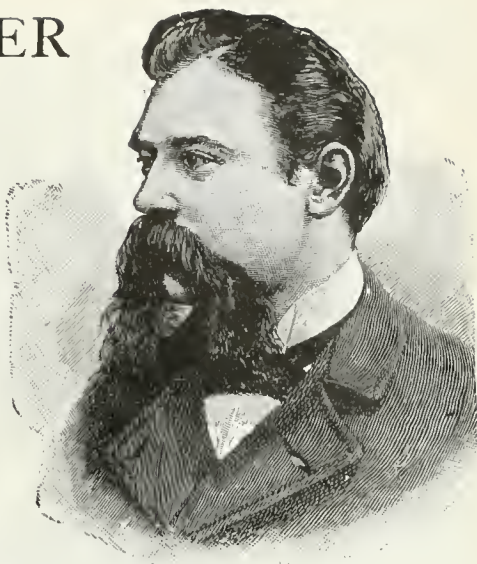
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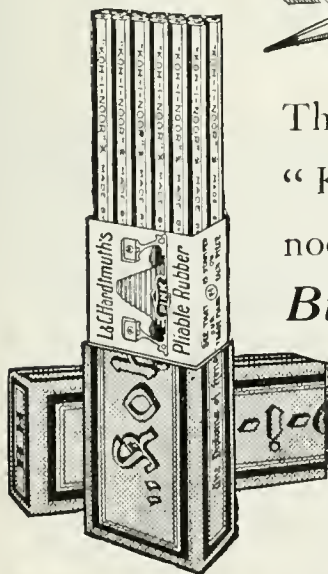


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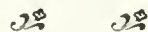
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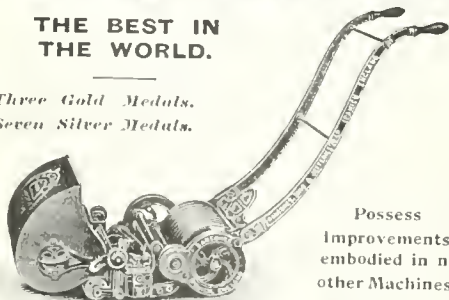


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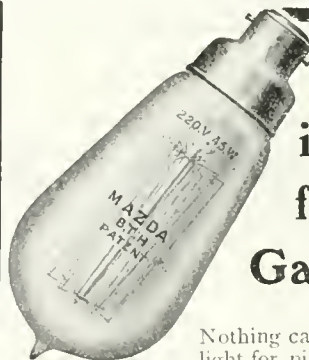
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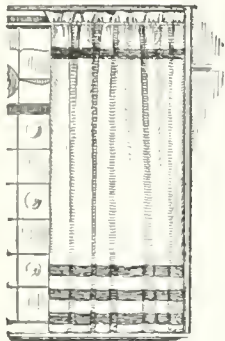
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**"WINDOW FURNISHINGS UP-TO-DATE,"**

Post Free.



**Well-made Solid Oak Occasional Writing Table**, with underframing fitted with two drawers, in the style of Charles II., antique finish, 3 ft. 3 in. long ... **£3 10 0**



**Oak Stool**, antique finish, in the style of William and Mary, with cane top ... **15/9**



**The "Kenyon" Bedroom Suite of Solid Fumigated Oak**, comprising Wardrobe 3 ft. 6 in. wide over all, with carved panels and shaped bevelled-edge mirror; Dressing Chest of Drawers, with shelf and bevelled-edge toilet mirror attached; enclosed Wash stand, with marble top and tiled back, towel rail attached each end. The Suite complete, with rush-seated Chair ... **£5 10 0**

**Box Ottoman Couch**, upholstered and covered in set time, interior of box lined ... **0 15 9**



**Solid Fumigated Oak Hallstand**, with glove box and bevelled-edge mirror, and fitted with gong and beater, 2 ft. wide by 6 ft. 6 in. high **28/6.**



ON VIEW IN THE SHOWROOMS.

## BUNGALOW COTTAGE,

Costing from £200 to £230 to build.

Furnished Complete for **45 Guineas.**

## BUNGALOW COTTAGE,

Costing from £230 to £250 to build.

Furnished Complete for **60 Guineas.**

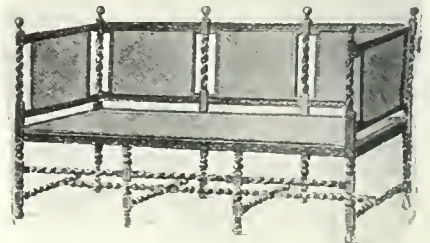
## MODERN FLAT,

Completely, Comfortably, and Artistically  
Furnished for about **£120.**

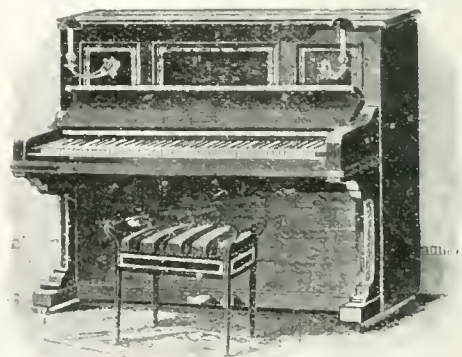
A series of Furnished Rooms decorated in the style of the various periods of furnishing.

**INSPECTION INVITED.**

Illustrated Booklet **"Our Cottage"** Post Free.



**English Walnut Settee**, in the style of Charles II., with cane seat and cane panels in back, antique finish, 4 ft. 6 in. long ... **£12 18 6**



**Manogany Inlaid with Satinwood Sheraton Style Pianoforte**. Iron frame, check action, full trichord, &c. ... **£16 10 0**

On "The Times" system of deferred payments with surrender value, **12/-** per month.

*Special List of New and Second-hand*

**PIANOFORTES AT IMMENSE REDUCTIONS**

*Free on application.*

Illustrated Booklet **"Notes on Pianos"** Post Free.



# ZENOBIA

## PERFUMES

ARE THE PERFECT SCENTS OF THE FLOWERS.

### LILY OF THE VALLEY

As supplied to H.M. QUEEN ALEXANDRA.  
THE DELIGHTFUL NEW PERFUME

### ROSE . . . SUPREME



A Bouquet of the Sweetest Roses.

2/-, 3/6, 6/-, & 10/6 per Bottle.

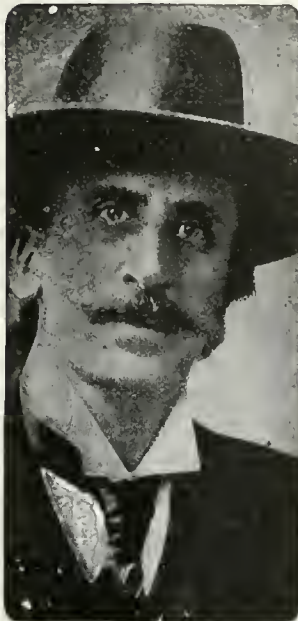
ZENOBIA TOILET SOAP ... 3/- per box.  
ZENOBIA SACHETS ... 1/- and 2/6 each.  
ZENOBIA TOILET POWDER ... 2/6 per box.

Sold by leading Chemists, Perfumers, and Stores.

A BIJOU SAMPLE BOX, containing Perfume, Soap, and Sachet, of either odour, sent post free on receipt of 4d. stamps, mentioning "Fall Mall Pictures."

W. F. CHARLES, Zenobia Laboratories, LOUGHBOROUGH.

# THIS IS THE MAN



This is the man acclaimed by the Press and public of all nations as being possessed of an extraordinary power, and the most remarkable far-seeing faculties.

*The Graphic* says: "His delineations are nothing short of marvellous."

*The Court Journal* says: "Has remarkable psychic powers."

*Black and White* says: "He has given some astonishing results."

*The Standard* says: "Without equal."

He has been consulted by the most distinguished people of all countries, and will send you a descriptive chart as a test of his ability.

Hundreds who have already written declare he might have known them all their lives, so surprisingly correct was he.

THE COUNTESS OF KIMBERLEY says what he told her was excellent.

SEYMOUR HICKS, the celebrated Actor-Manager, says: "It is indeed marvellous."

LADY MONTAGU OF BEAULIEU says: "The chart is wonderful."

G. NEWMAN WATTS, Esq., barrister-at law, Lincoln's Inn, says: "You are quite correct in what you have said."

THE BARONESS VON NAGEL says: "I have great confidence in the chart. It is remarkable."

Mrs. KENDAL, the great actress, writes: "You have astonished me with your accuracy."

Miss MAY SUTTON, World's Champion Tennis Player, says: "It was perfectly marvellous."

The Rev W. J. BARRETT, M.A. (Oxon.), says: "I have great faith in the chart."

Rob a little ink on your thumbs, press on piece of white paper, and send with your birth date 1/- p.o. and stamp.

DO IT NOW. YOU WILL BE AMAZED.

PROF. KENDAL P.M. 89 Regent Street London W.

# Clergy Orphan Corporation.

INSTITUTED 1749.

INCORPORATED 1809.

BOYS' SCHOOL: St. Edmund's School, Canterbury.

GIRLS' SCHOOLS: St. Margaret's School, Bushey, Herts.  
Gwestfa, Manordilo, S. Wales.

These Schools are for the Free Education, Maintenance and Clothing of Orphan (Fatherless) Sons and Daughters of Clergymen of the Church of England.

236 Children are now in the Schools.

By means of Exhibitions at the Universities and an Apprenticing Fund 58 former pupils are being assisted to further education or to make a start in life.

Subscriptions, Donations, Church Collections, and Legacies are  
**URGENTLY NEEDED.**

W. MAXWELL SPOONER, Treasurer.  
(Archdeacon of Maidstone.)

WM. CHAS. CLUFF, M.A., Secretary.

Bankers: Messrs. DRUMMOND, 49, Charing Cross, S.W.

Offices: 35, Parliament Street, Westminster.

# ST. JOHN'S HOSPITAL

FOR

## DISEASES OF THE SKIN

Leicester Square, W.C.

In-Patient Department: UXBRIDGE ROAD, W.

PATRONESS:

HER MAJESTY THE QUEEN.

40,000 attendances yearly.

40 Beds for **FREE** patients,

Men, Women, and Children.

**FUNDS URGENTLY NEEDED.  
NO ENDOWMENT.**

Secretary Superintendent—

GEORGE A. ARNAUDIN.

# Have you STOMACH or BOWEL INDIGESTION?

THEN TAKE THAT WONDERFUL **CICFA** CURES INDIGESTION CONSTIPATION FLATULENCE ACIDITY

## BECAUSE CICFA IS THE ONLY REMEDY WHICH

Mr. C. H. JEFFERY writes:—  
 "I can truly say that no other medicine has had such a wonderful effect as Cicfa.  
 "After having taken Cicfa for three days, the flatulence began to leave me, and I began to feel a different man; when, after the third bottle I was completely cured."

Mr. W. M., of Bower Street, Maidstone, writes:—  
 "I find Cicfa all that you state: in fact, I must say Cicfa is the best medicine that I have ever taken for Indigestion. My bowels are now regulated and free from Constipation—something I have not known for several years. I really cannot speak too highly of it, and shall continue to take it. Wishing you every success."

Mr. J. A., of Platts Bridge, writes:—  
 "I have found your Cicfa a most pleasant and agreeable thing to take and have proved its qualities for severe Constipation by taking three tablets before dinner; they have done wonders without any of those distracting pains."

CICFA is sold everywhere at 1s. 1½d. and 2s. 9d., or Direct.

**STOMACH**

INDIGESTION

which causes

Gases in Stomach (1)  
or Eructations.

Sharp Neuralgic (2)  
Headaches

Acid in Stomach (3)  
with Heartburn

Tongue coated white (4)  
all over

Complexion (5)  
 blotchy, with Red-  
ness of Nose, Spots,  
and Pimples

Eating not desired, (6)  
Vomiting occasion-  
ally

Pains darting (7)  
through Chest, and  
Burning Spot be-  
tween Shoulder Blades.

**DO YOU KNOW**

THAT

**CICFA**

IS

THE

ONLY

REMEDY

WHICH CURES

**BOTH**

**STOMACH**

INDIGESTION

WITH ITS

HEARTBURN

PALPITATION

ETC

AND

**BOWEL**

INDIGESTION

WITH ITS

ACIDITY

FLATULENCE

CONSTIPATION

ETC.

**BOWEL**

INDIGESTION

which causes

Gases in Bowel (1)  
or Flatulence

Dull, heavy Head- (2)  
aches

Acid in the blood, (3)  
causing (a) Teeth on  
edge, (b) Gout, (c)  
Rheumatism

Tongue coated (4)  
Yellow at back

Complexion muddy (5)  
or pasty

Eating disliked or (6)  
loathed, Biliousness  
and bad taste in  
mouth

Pains in Bowels with (7)  
Griping, and CON-  
STIPATION with  
all its misery.

**CAPSULOIDS (1909), LTD.,**  
 79, Duke Street, Grosvenor Square, London, W.

Purgatives do not digest food—they simply expel it. CICFA digests it, and the refuse is removed. CICFA is the only remedy which contains all that Nature requires to completely digest within the stomach all the food which MUST be digested THERE, and also to completely digest within THE BOWEL all the food which must be digested WITHIN THE BOWEL. Thus when CICFA is taken, digestion is complete: ALL the nourishment is assimilated from ALL the food: Heartburn, Palpitation, Flatulence, Acidity, and Constipation disappear: Strength, both nervous and muscular, rapidly increases: Energy is restored; and the dose can be gradually decreased, and YOU CAN SOON EAT WHAT YOU LIKE WHEN YOU LIKE.

**NOTE.**—The clearest and most beautiful Complexion is obtained by taking Cicfa, because of the extraordinary Purity and Brilliancy of its work when all its food is perfectly digested in both Stomach and Bowel, and therefore completely assimilated.

**DOSE.**—One with each meal three times daily. In severe case take one or two extra with evening meal.

**ABSOLUTELY FREE.**  
**CICFA COUPON.** Send this mention P. M. PICTURES, with one penny stamp for postage, and receive a liberal sample of that wonderful CICFA. Only one sample to each family. No person given a second sample. Good for 6 months only. P. M. PICTURES II.

# WM. CLOWES & SONS, LTD.

**Printers and Translators**

IN

**Every Known Language**

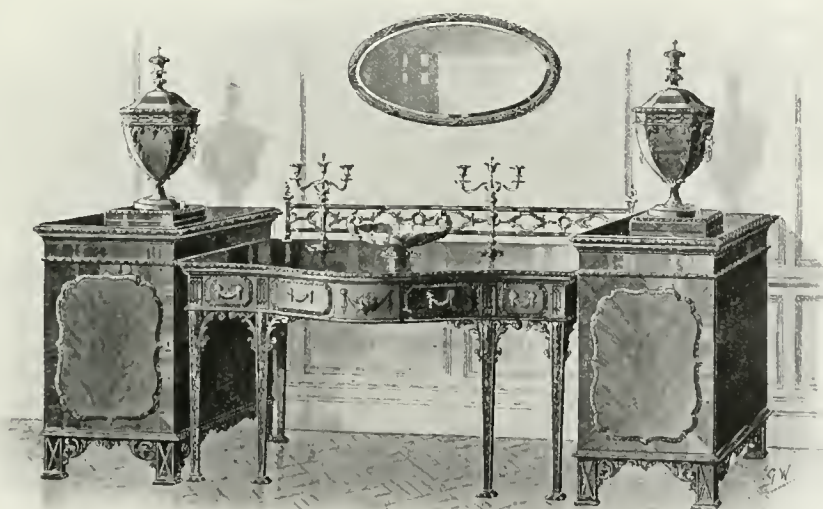
LONDON  
 DUKE STREET, STAMFORD STREET, S.E.



Should you be requiring either a room or a house-full of furniture, you should not fail to visit the establishment of the Midland Furnishing Company, Southampton Row, London. Their furniture is of the finest quality, their Cabinet goods being made of sound dry wood, and in the upholstering none but the best materials are used.

Any article supplied by this Firm may be obtained on their well-known Gradual Payment System. Payments can be extended over one, two or three years at the purchaser's option, no interest or extra charge being made. A cash discount of five per cent. is allowed.

Country Orders are packed free and carriage paid.



A fine example of a Chippendale Sideboard. This Sideboard is made from finest Spanish mahogany and is a splendid reproduction, every detail being carefully studied.

*Our illustrated Catalogue will be forwarded Post Free on application.*

**Midland Furnishing Co., Ltd.,**  
15, 17, 19, 21, & 23, Southampton Row,  
HOLBORN, LONDON, W.C.

Six doors from the Holborn Restaurant and Holborn Station (G.N., P. & B. Rly.) 1 minute from British Museum Station (Central London Rly.), and 3 minutes from Oxford Street

# GRASP THIS

# OPPORTUNITY



## £10 FOR AN ADVT.

We are offering the above Prize, together with twelve Consolation Prizes, in order that those who have some talent for designing or writing, or for both, may be able to turn such knowledge to profitable account. Many people are unaware that the Advertising Profession is one which offers as much scope for advancement—to brains and energy—as any other profession. As a consequence the demand for intelligent, well-educated men and women is greater than the supply. Look through the advertisement pages of this publication and you will see the kind of work that advertisers have to be contented with, because there are not at present enough *capable* designers and writers to go round. The work is interesting. Many famous artists devote a portion of their time to commercial art, and one might truthfully say that in no profession is general intelligence more esteemed and remunerated than in the Advertising Profession.

### DESIGN OR WRITE.

The ability to write good copy, or to design, is almost essential if one would obtain a good position in the Advertising World from the commencement, although splendid opportunities for filling positions as Advertising Managers, and the like, will afterwards present themselves, and in these positions, of course, one is not absolutely required to do much actual writing or drawing oneself.

### THE PURPOSE OF THE COMPETITION.

Mr. Thomas Dixon, the Founder of The Dixon Institute, first introduced a system of training in Advertising nearly ten years ago, and it is no doubt due, in part, to his efforts that Advertising has been elevated to the dignity of a Profession. Mr. Dixon feels convinced that there are very many young men and women who are able to design or to write, but who are ignorant of the fact that their services would be welcomed in the Advertising World, and that if they are willing to apply their talent to the needs of commerce the extent of their ultimate success will only be limited by their own intelligence and energy. For the purpose of encouraging *the right kind of people*, and of giving them an expert opinion as to their chances of success in the Advertising Profession, this Competition is announced in "Pictures of the Year 1911."

### Read this Testimony to the Institute's Training from a Doctor.

THOMAS DIXON, Esq., 195, Oxford Street, W.

March 27th, 1911.

DEAR MR. DIXON,—I am writing to thank you for the recent assistance that the Dixon Bureau has given me. I have been approached by two of the largest drug firms with a view to taking me on their staff, and I also have been offered the managements of two medical specialities, one of which I have accepted. I am remaining with the firm in which you originally got me placed till I take up my new duties.

There could scarcely be better proof of the practical nature of your Advertising Instruction (though it is by correspondence) than that within seven months of my completing the Course I am considered efficient enough to take the responsible post of Manager. Added to this, there is the fact that I am a member of a notably uncommercial profession, and, until June 26th last, I had had no commercial training.

Further, although I have had to undertake the organisation and control of the office work, and plan advertising "campaigns" (one, as you know, brought in 35 per cent. of replies), I have not had to avail myself of the Institute's offer of help for twelve months after completing the Course. Such difficulties as have arisen I have found explained in some lesson that I had not fully memorised.

If you care to make use of this letter, do so by all means! remembering, please, that the rigid rules of medical etiquette do not permit the use of my name publicly.

I remain, Yours very sincerely,

M.R.C.S., L.R.C.P.

### Now this: Under the heading of "Professions," the "Daily Mail"

gives the following description of the important place taken by the Institute in the business world:—

"A striking feature of the Exhibition and somewhat a sign of the times is the way in which business education is exemplified there. Some ten years ago Mr. Thomas Dixon became associated with the question of business education, and he claims, besides having spent ten years of energy, to have laid out over £20,000 in its promotion and in the endeavour to raise Advertising to the rank of a profession. Some of the results of his work may be seen at the exhibit of the Dixon Institute: how his work is carried out, and the achievements of students who have passed and are passing through his hands. The student is taken gradually through all the stages of Advertisement-Writing, taught the difference between good 'copy' and designs and bad, has the technicalities of printing, &c., explained, and so on. During the Course he has examination papers to answer and actual advertisements to compose, all of which receive criticism."

### The "Advertising World," in the course of an able article, says:—

"In the class of instructors in advertising, who are playing a more and more important part in the field of publicity, Mr. Thomas Dixon holds a leading place, as founder and president to-day of the Dixon Institute of Advertising. The history of the Dixon Institute is an interesting one, and shows how comparatively new the profession of Advertising is."

### PARENTS, GUARDIANS, AND YOUNG MEN AND WOMEN

would be well advised to consider the scope which the Advertising Profession offers for advancement.



# £10 for an Advertisement

You should compete; it is open to amateurs only.

## TERMS OF THE COMPETITION:

THE FIRST PRIZE OF £10 will be awarded to the lady or gentleman who makes the best copy of the "G.B.N. Toys" advertisement here illustrated, drawn sufficiently large to occupy a full page of this magazine; the illustration may be improved upon in any way the individual competitor thinks desirable, or it may be copied as exactly as possible; but the *wording* for the advertisement—if the competitor writes the wording also—*must* be written in the competitor's own style, and not be a mere copy of the wording here given.

IF YOU DO NOT DRAW—then you may compete by writing some *original* wording for the advertisement, using the wording here given as a basis for your own, but not copying it word for word; in addition you should suggest (in words) a suitable illustration for your own wording.

IF YOU DRAW BUT DO NOT WRITE—you may then compete by making a copy of the illustration only, as explained above.

In the event of one competitor sending in the best illustration and another competitor sending in the best wording, £5 will be awarded to the one and £5 to the other; the Prize will not be divided in any other way.

## 12 CONSOLATION PRIZES

to take the form of a copy of Mr. Simonis' famous book, "Success in Advertising," will be awarded to the twelve competitors whose work is adjudged to be the most worthy by the Advertisement Manager of "The Pall Mall Gazette" and the President of the Dixon Institute.

In order that this Competition may be limited so far as possible to amateurs really desirous of obtaining full knowledge of the possibilities of the Advertising Profession, all competitors must, in the first place, state that they are not at present professional Advertising men, and enrol as members of The Dixon Institute by a preliminary payment of 5s. towards the full fees, which are £6 6s. 0d.

This payment of 5s. entitles the sender to receive the first five lessons of the Advertising Course, and if a competitor desires—as most likely he (or she) will—to continue and receive the full and entire tuition, this may be done by the payment of the remainder of the fee, by instalments if desired. The Competition is thus arranged so that the entrants will be limited to those men and women who are really anxious to put their knowledge of Designing or Writing to profitable account.

It may be noted that the enrolment and payment of 5s. does not lay the competitor under any obligation to continue the Course if he (or she) does not desire to do so after receiving the first five lessons; *but this plan gives to all who are interested in choosing a Profession, or in turning their talents to profitable account, an opportunity to study in full, and at their leisure, the possibilities—and the positions which they may fill—in the Advertising World.*

The President of the Institute will return the 5s. to all those competitors who, in his opinion, do not show sufficient ability to justify their continuance of the Advertising Course of Instruction.

Thus all competitors who are able to design or write will get expert opinion upon their abilities, and an opinion as to whether their talents are of such a nature as will justify further encouragement and further study in this direction.

All competitors' papers will be judged by Mr. W. T. Powell, Advertisement Manager of "The Pall Mall Gazette," and Mr. Thomas Dixon, the President of The Dixon Institute, and their decision upon all matters arising in the Competition shall be absolute and binding upon all Competitors.

**The Competition closes July 30th—but you should send in your papers early, so that you may secure a copy of the Book of the Dixon Institute and obtain the expert opinion of your abilities at once.**

All sketches and wording will be returned to Competitors, together with names of prize-winners.

**THE DIXON INSTITUTE,**  
193 & 195 Oxford Street, London, W.



## FILL IN AND CUT OUT THIS COUPON.

Herewith I am sending in my advertisement as per your Competition, together with remittance value 5s., which entitles me—as an amateur—to the first five lessons of your Advertising Course, with the right to become a full member of The Dixon Institute of Advertising, and to receive all benefits pertaining thereto upon payment of the full fee.

This preliminary payment does not bind me to continue with the Course of Instruction should I not desire to do so, nor does it bind me to make any further payment.

NAME .....

(If a lady state whether Mrs. or Miss.)

ADDRESS .....

Post this to: THE DIXON INSTITUTE, 193 & 195, Oxford St., London, W. P.M.P.

BY SPECIAL APPOINTMENT



TO HIS MAJESTY THE KING.

# DENT'S WATCHES

EXCELLENCE GUARANTEED.

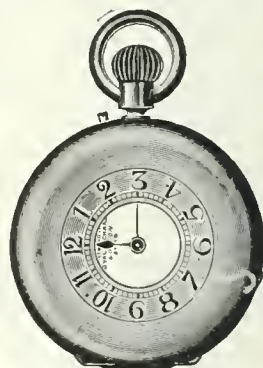
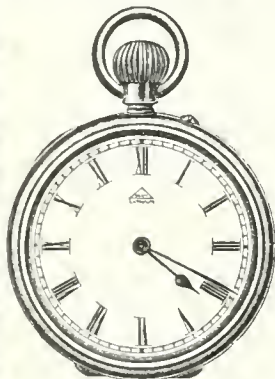
## ENGLISH WATCHES.

Gentlemen's Silver from 5 Guineas.

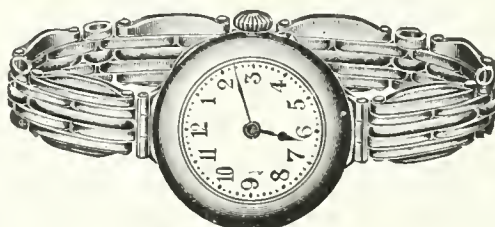
Gentlemen's Gold . . . 15 . . .

Ladies' Gold . . . 10 . . .

Silver . . . . . 5 . . .



Diamond Cluster,  
£27 6s.



Bracelet Watch, £5 5 0.



Diamond Marquise,  
£27 6s.



Ruby and Diamond,  
£3 5s.

## LATEST AWARDS.

FRANCO-BRITISH EXHIBITION,

3 GRAND PRIZES AND 1 GOLD MEDAL.

E. DENT & CO. (Ltd.), Recipients of Council, Gold and other Medals at the Great Exhibitions, and from Foreign Sovereigns.



Turquoise and Diamond  
Cluster,  
£5 10s.

## DENT'S CLOCKS. The Finest Selection in London.

CARRIAGE, TRAVELLING, DRAWING ROOM, DINING ROOM,  
LIBRARY, BRACKET, HALL, KITCHEN, &c.

Dent's New Astronomical or Standard House Clock, £21.

Watchmen's Clocks.

Church and Public Clocks.

## DENT'S JEWELLERY AND SILVER.

A SELECT ASSORTMENT.

**E. DENT & CO., Ltd.,**

Makers of the Great Westminster Clock, "Big Ben," and sole custodians since its erection.

ONLY ADDRESSES:—



TRADE MARK.

**61, STRAND, W.C., & 4, ROYAL EXCHANGE, E.C.,  
LONDON.**

Telephone : 61 City.



# The Allenburys' Foods

*A Pamphlet on Infant Feeding  
and Management (48 pages) Free.*



**MOTHER AND CHILD.** *Baby, 6½ months of age. Fed from birth on the "Allenburys" Foods.*

The "Allenburys" Foods give Strength and Stamina, and supply all that is required for the formation of firm flesh and bone. They promote perfect health, and give freedom from digestive troubles and the disorders common to children fed on farinaceous foods, condensed milk, or even cow's milk.

**Allen & Hanburys, Ltd., Plough Court, Lombard Street, London.**

HOLDERS OF WARRANTS OF APPOINTMENT

To HIS MAJESTY



KING GEORGE V.

**S. & P. ERARD,**

18, Great Marlborough St., W.

ESTABLISHED 1792.

PIANOFORTE & HARP MAKERS to HIS MAJESTY  
THE KING and H.M. THE QUEEN.

**PADEREWSKI** says: "This new Model Overstrung ERARD  
is the most beautiful-toned Piano I ever played on."

**H. D. Rawlings, Limited,**

RAWLINGS' MINERAL WATERS have been continuously supplied  
to members of the Royal Family for upwards of 45 years.

MINERAL WATER MANUFACTURERS to  
H.M. KING GEORGE V.,

The late King Edward, and the late Queen Victoria.

LONDON, W. *Established over a Century.*

**THE WORCESTER ROYAL PORCELAIN  
COMPANY, LIMITED.**

ROYAL WORCESTER CHINA—  
Ornamental Porcelain and Table  
Services—may be obtained of all  
the principal China Dealers.

**EDWARDS & SONS,**

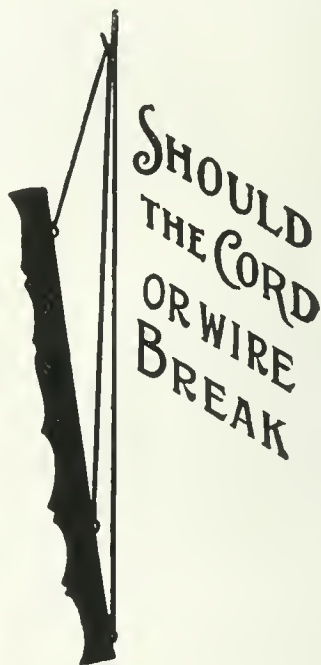
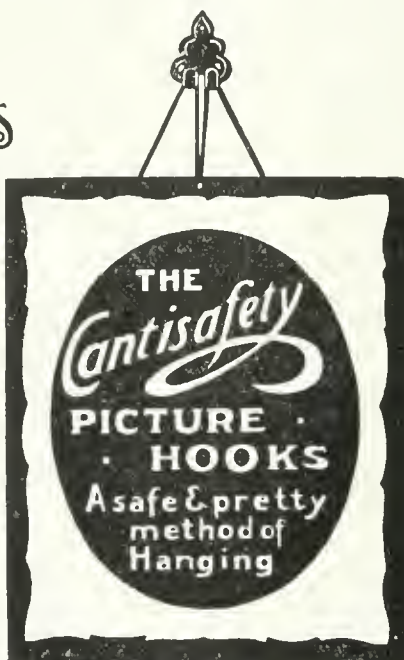
*Dressing Case Makers & Silversmiths,*  
161, REGENT STREET, LONDON, W.

**J. C. VICKERY,**

*Jeweller, Silversmith, and  
Fitted Dressing Bag Manufacturer,*  
179, 181, 183, REGENT STREET, LONDON, W.

# To Lovers of Pictures.

PREVENTS  
PICTURES  
FALLING



Enables pictures to be canted forward to any angle to suit light and position without altering cord, and without nails in wall.

From 1/6 per dozen. Included with each Hook are three special pattern screw-eyes for back of picture.



## THE "HAWTAYNE" POCKET READING AND WRITING REST

weighs only four ounces in aluminium; folds up into a marvellously small space. For Standing, Lounge, Lawn, Travelling, and Sick-room. Book is rendered immune from vibration. Price from 2/6.



## Regd. MAGIC DOOR OPENERS. Patent.

A valuable alternative for opening doors by the foot when hands are occupied. Can be fitted to any door without alteration. Costs only 7/6. Great convenience and saves expensive breakages.

Also "GILMARSH" Nailless and Invisible Mat Fixers.  
The "BIVOUAC" Pocket Cooker for Military, Scouts, and Picnic Parties.

*Obtainable of Ironmongers and Furnishers, or particulars of*

**DOMESTIC APPLIANCES, LTD., Cheltenham.**

Works also BIRMINGHAM.



# FOOT'S ADJUSTABLE CHAIR-COUCH

(Patented).

## THE BURLINGTON.

By simply pressing a button the back declines or automatically rises to any position desired by the occupant. Release the button and the back is instantly and securely locked. No other chair does this.

The sides open outwards, affording easy access and exit.

The Leg Rest is adjustable to various inclinations, and can also be used as a footstool. When not in use it slides under the seat.

The upholstery is exceptionally soft and deep, with spring elastic edges, and supports the entire body in the highest degree of luxurious comfort.

Would not one of these chairs add considerably to the enjoyment of your relaxation and rest?

CATALOGUE C 25 OF  
ADJUSTABLE CHAIRS, FREE.

Press  
the  
button  
—that's  
all.



171, NEW BOND STREET, LONDON, W.

# FOOT'S "EUREKA" TRUNKS



**No Crushing.**

**No Confusion.**

Any article is instantly get-at-able and can be removed without disturbing the remainder of contents. The Bottom is as accessible as the Top. Separate compartments for Linen, Clothes, Hats, Boots, &c. Carries the garments in perfect order, and economises space by the systematic method of packing. No rummaging for clothes—no heavy trays to lift. Drawers divided to suit customers' requirements.

Made with 2, 3, or 4 Drawers, in  
Four Qualities and Various Sizes.

**Prices from 60/-**

Write for Booklet,  
"TRUNKS FOR TRAVELLERS," No. 25.

**J. FOOT & SON, Ltd.,**

(Dept. T. 25) 171, New Bond Street, London, W.





# HARBUTT'S PLASTICINE.

THE SCULPTOR'S IDEAL MODELLING MATERIAL.

Let us send you particulars of its good points, together with samples and prices. The Complete Modeller Box is a Home Outfit, with 5 Colours, &c. An Ideal Gift for a Child. Post Free, 2/10.

WM. HARBUTT, A.R.C.A., 44, BATHAMPTON, BATH.

## ART SCHOOLS.

UNIVERSITY OF LONDON.

### GOLDSMITHS' COLLEGE SCHOOL OF ART.

F. MARRIOTT, A.R.C.A., Headmaster.

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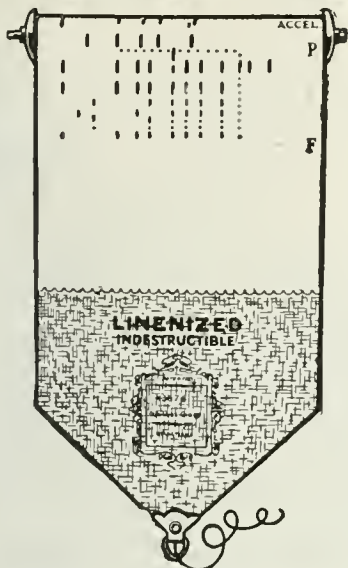
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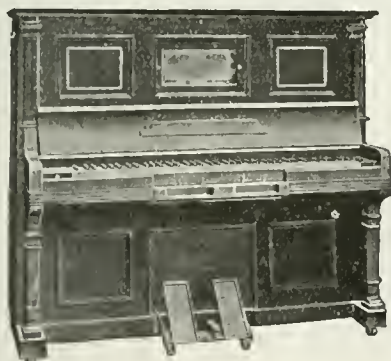
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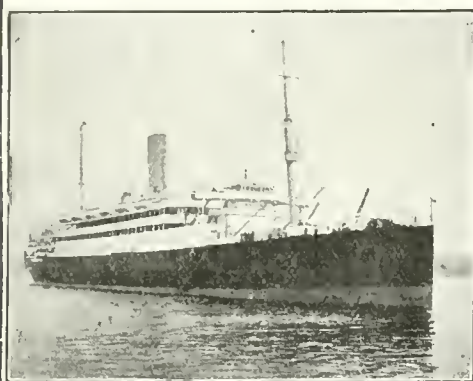
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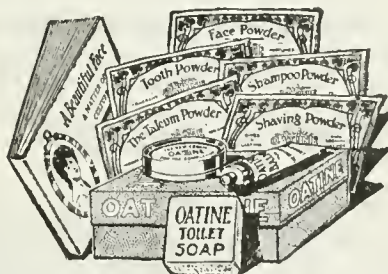
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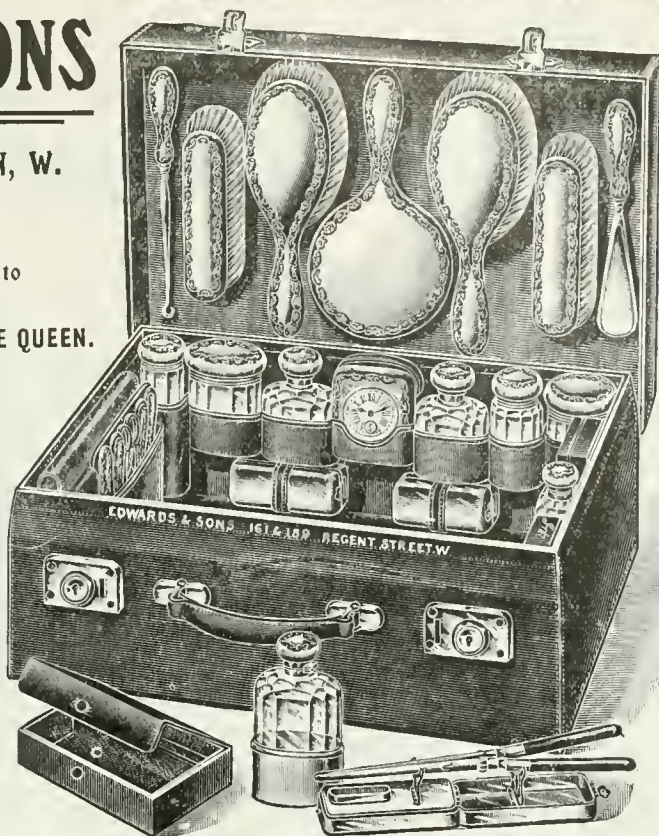
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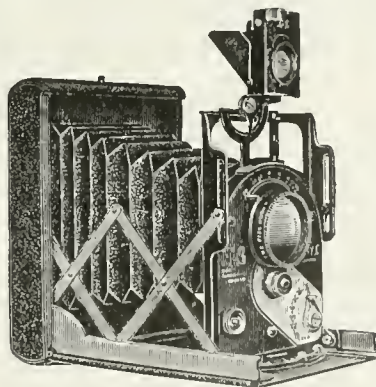
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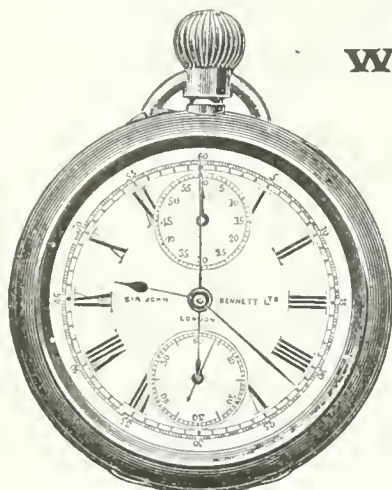
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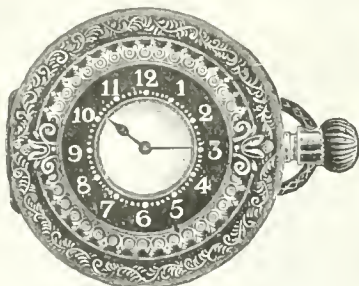
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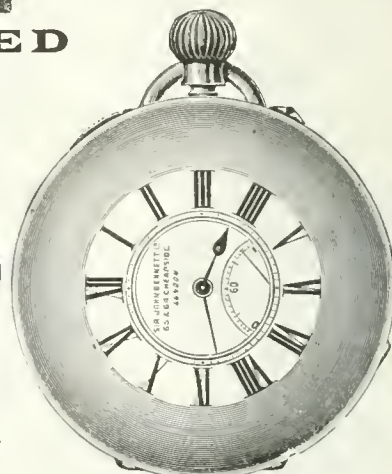
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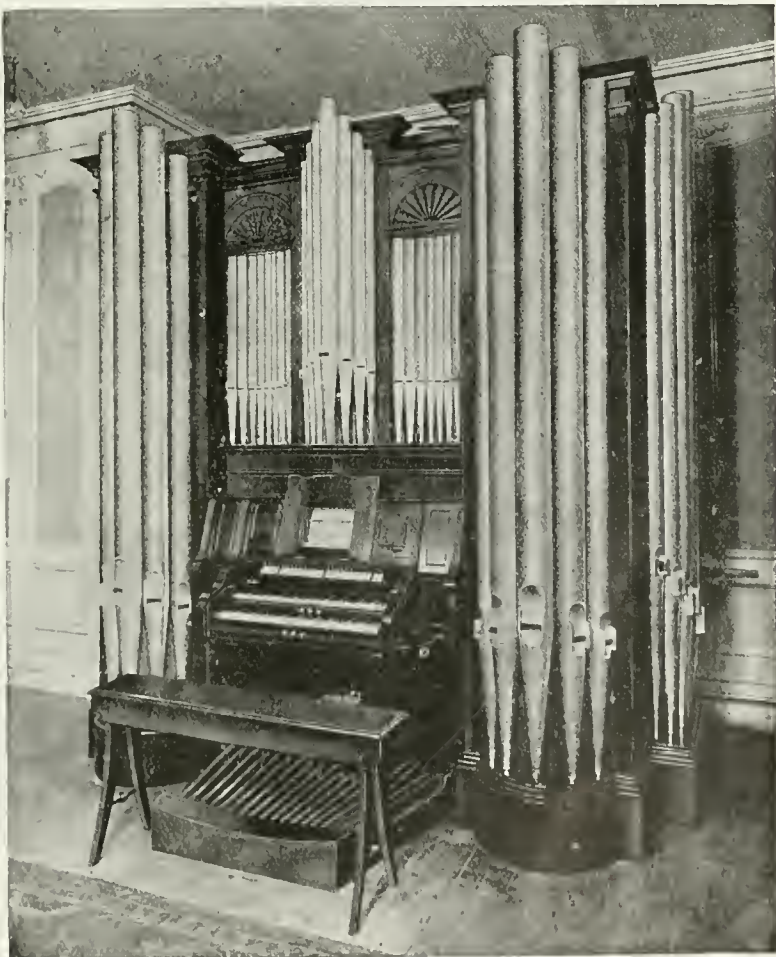
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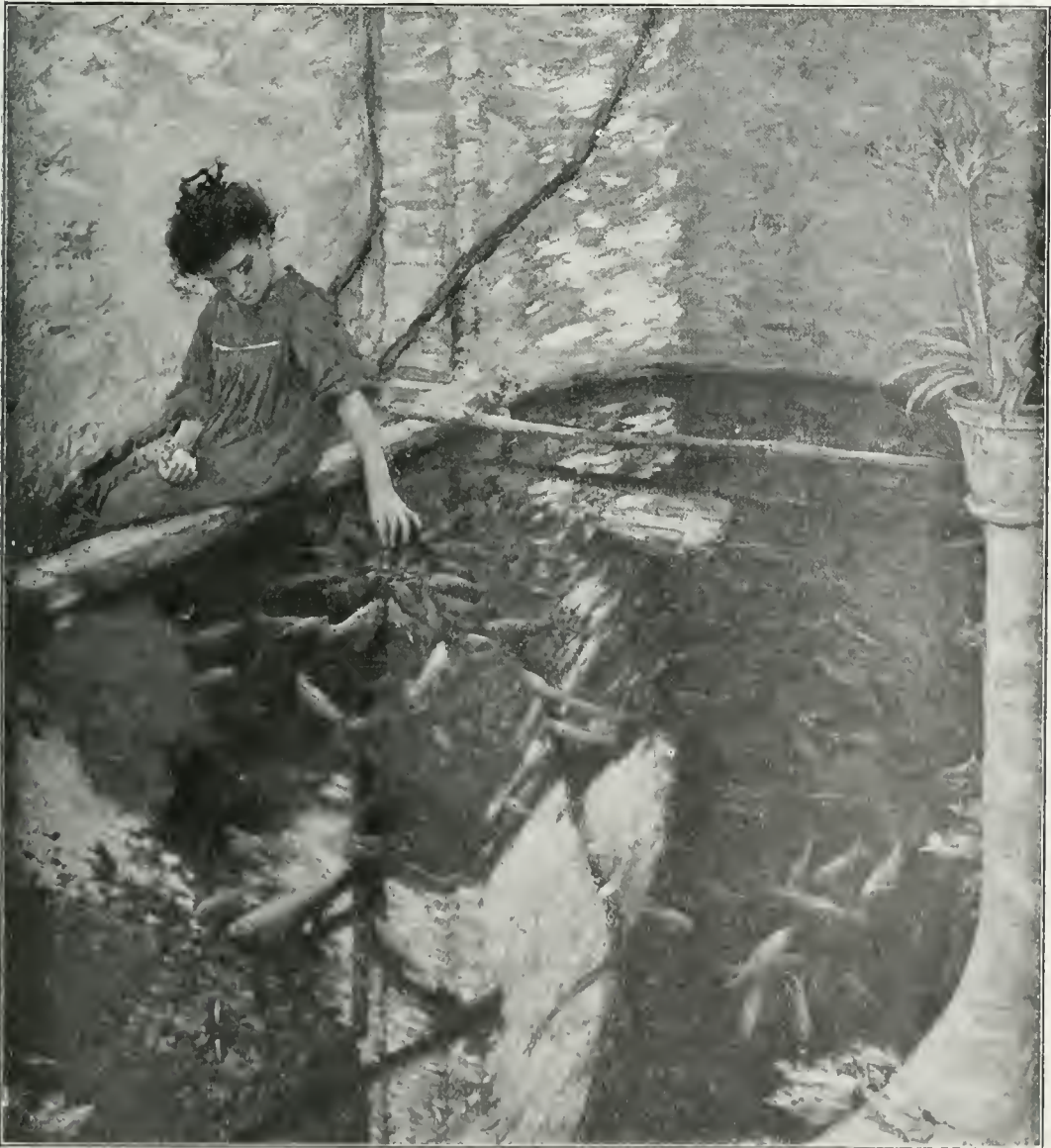
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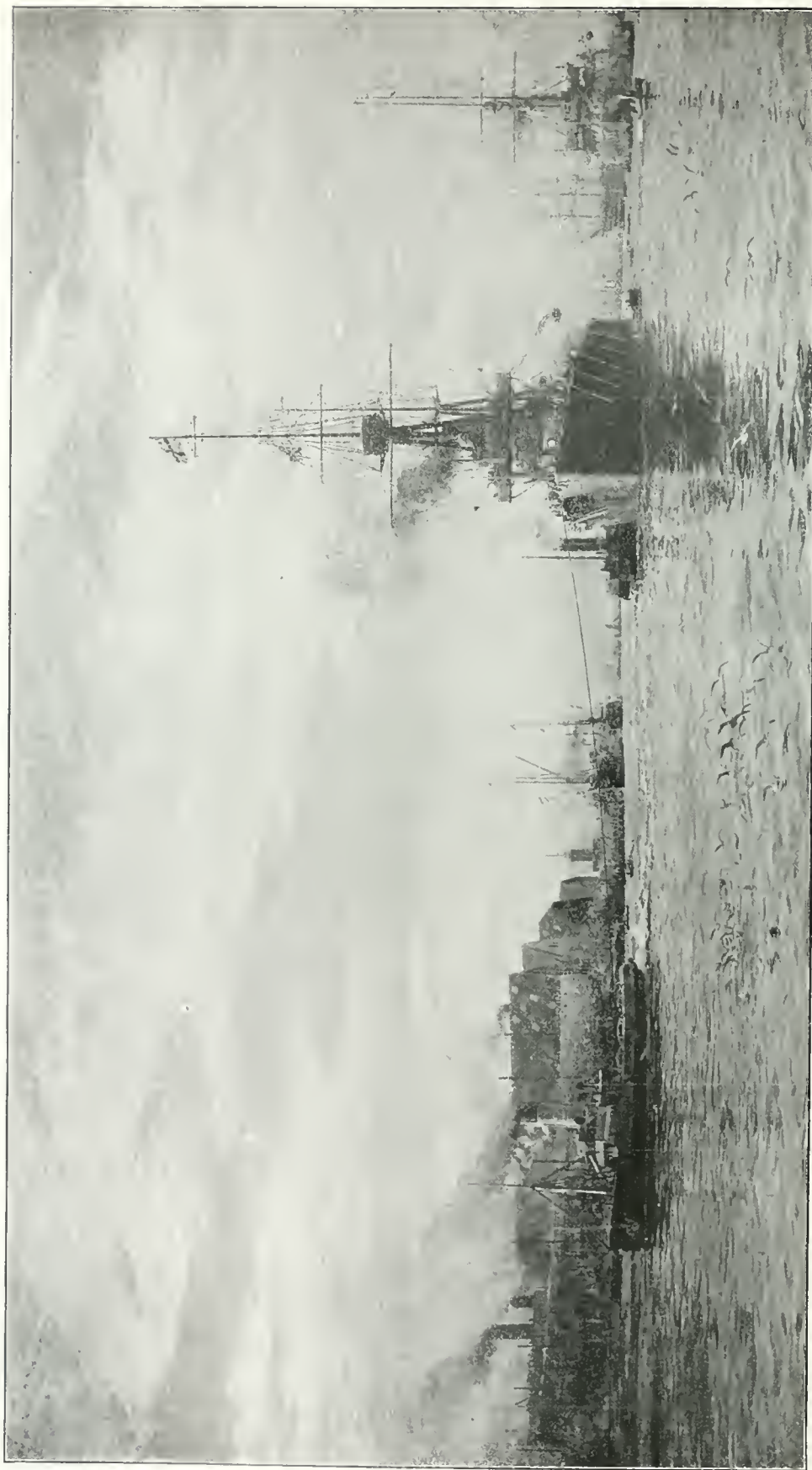




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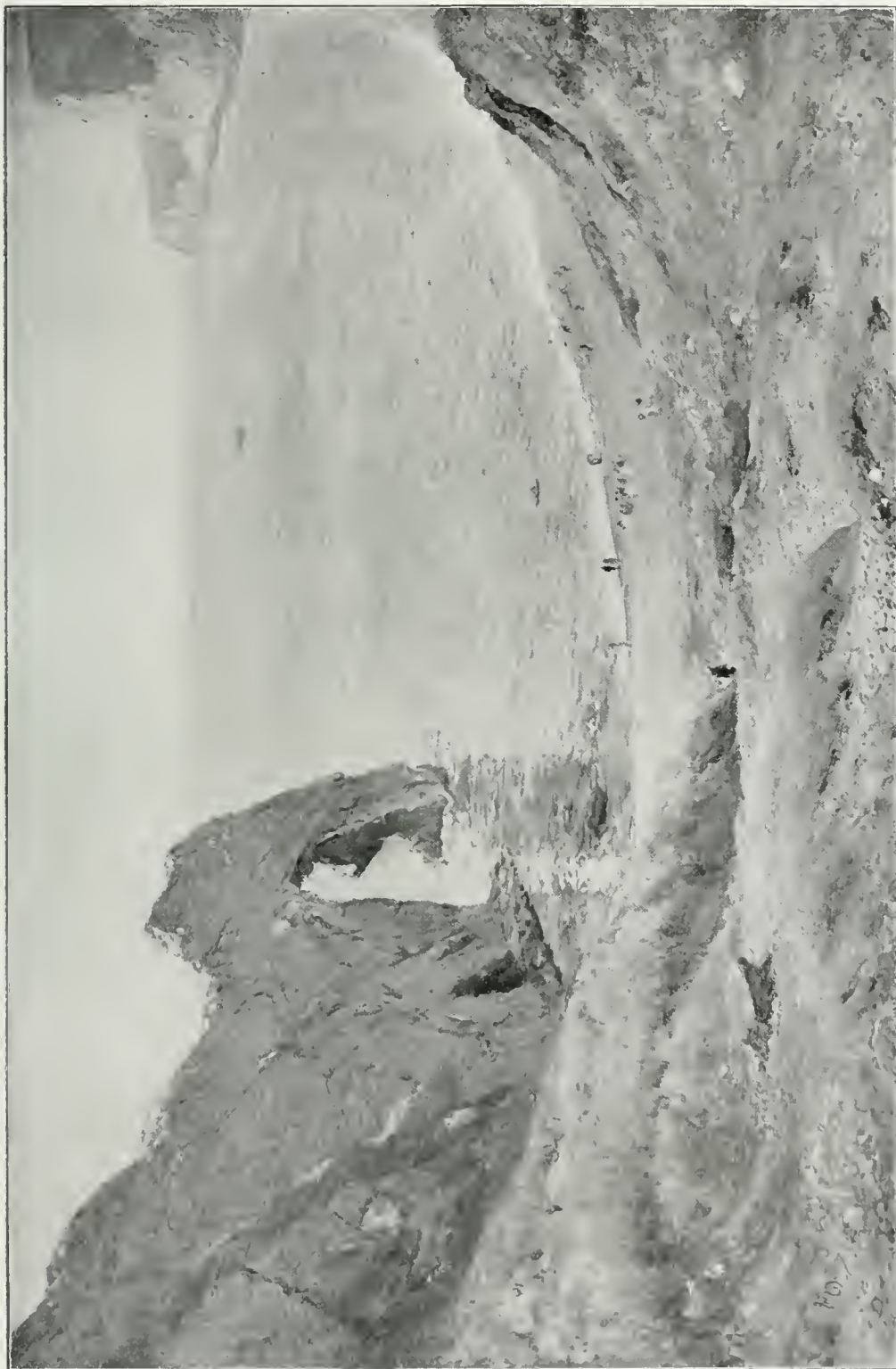
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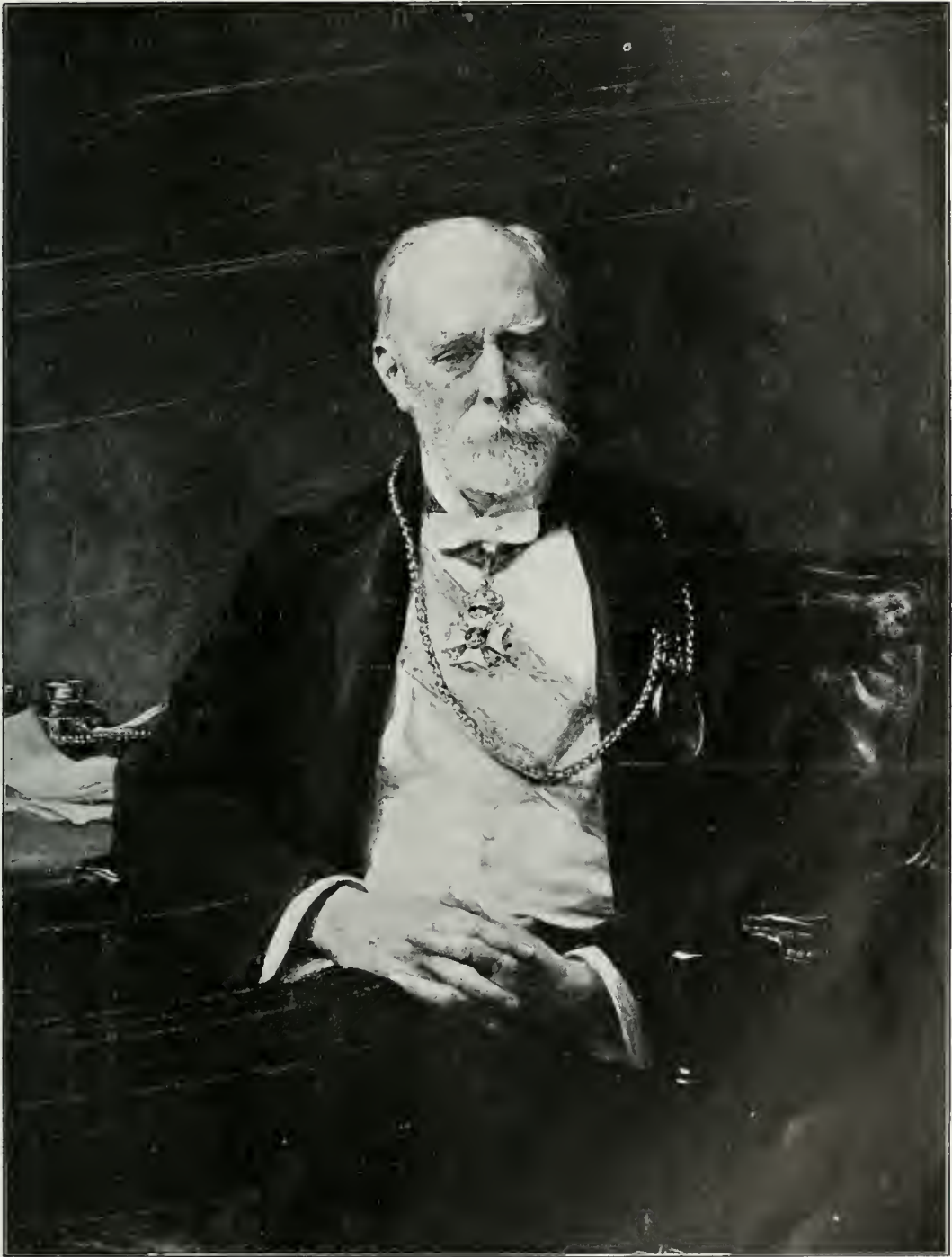
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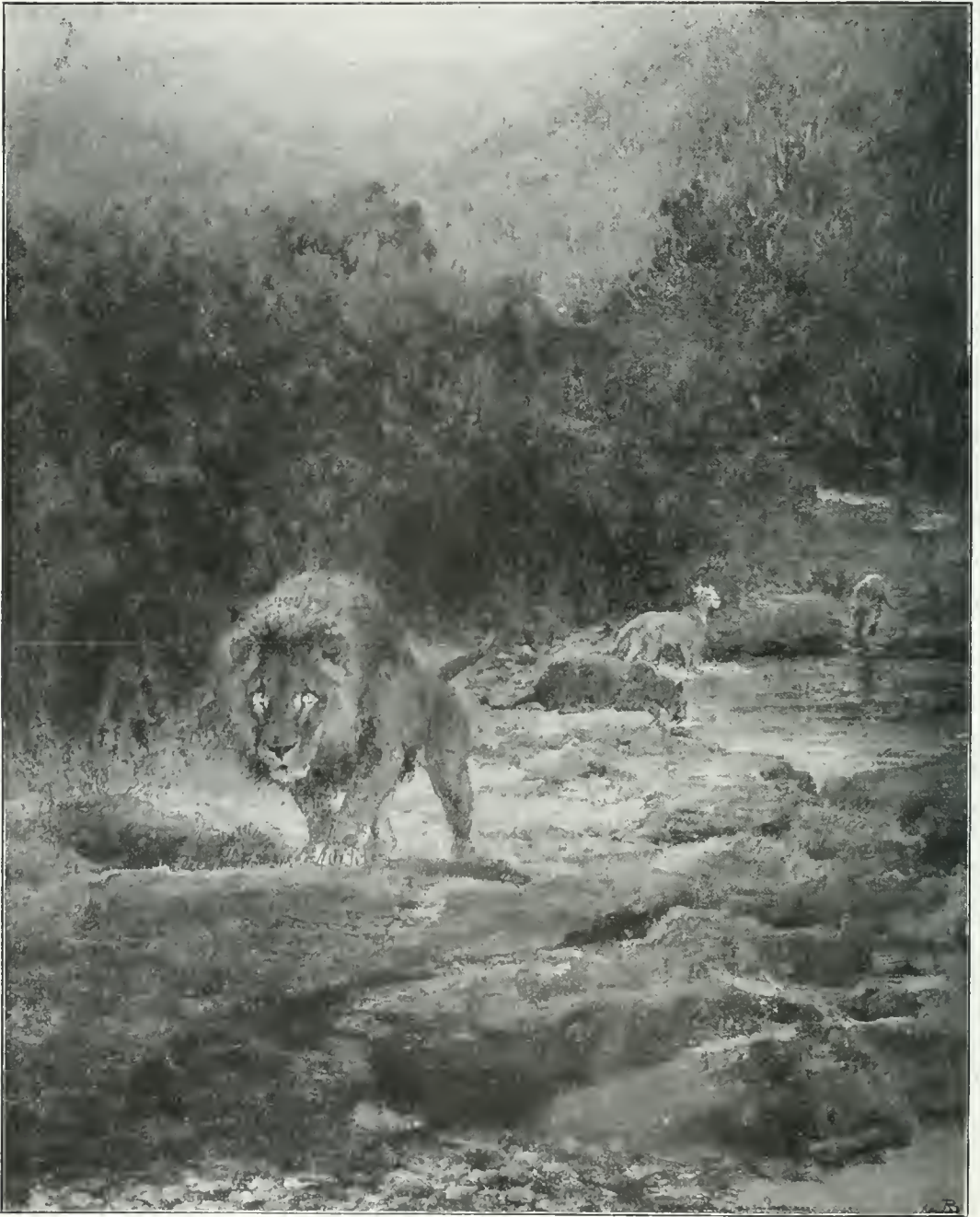
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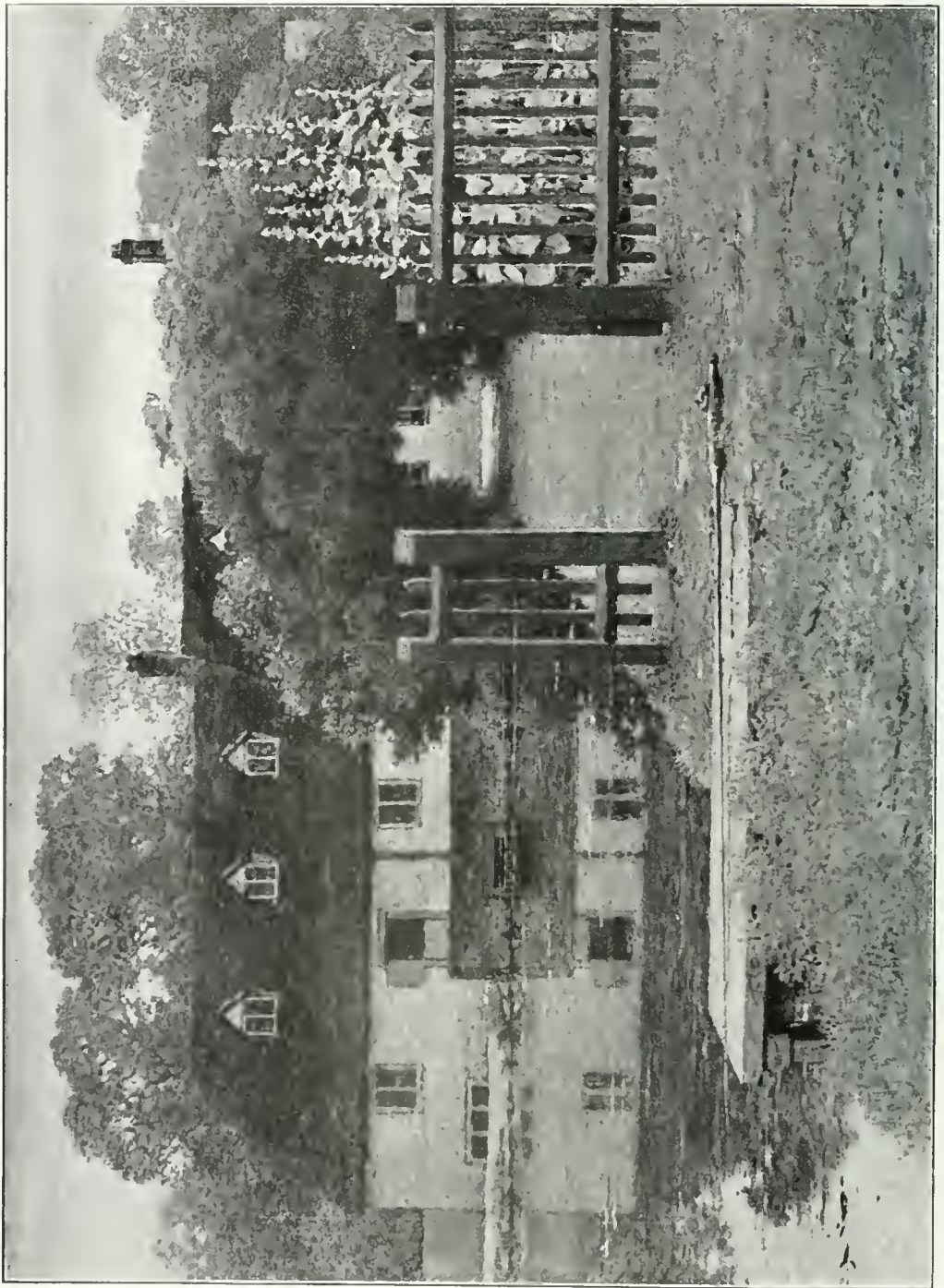
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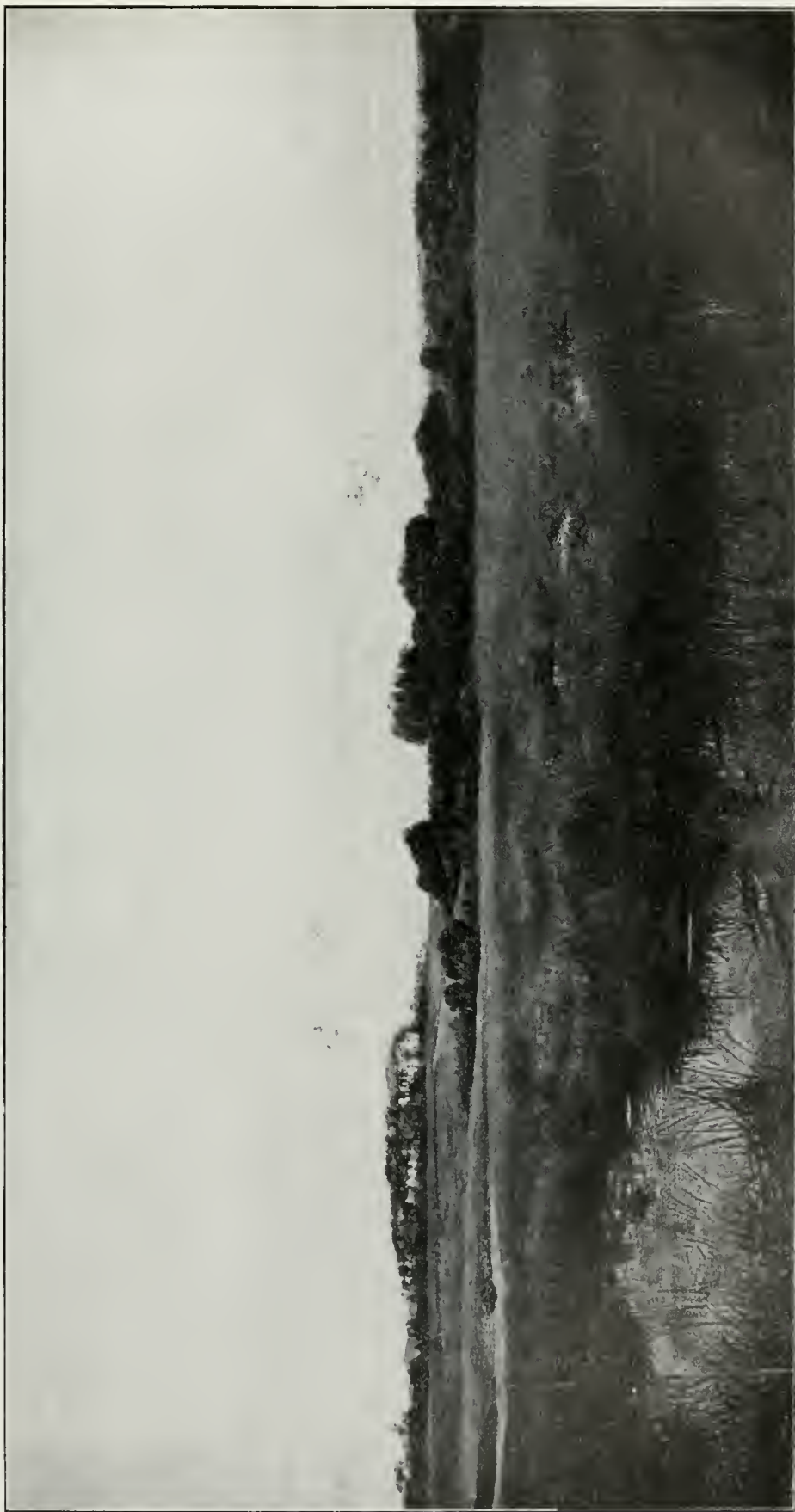
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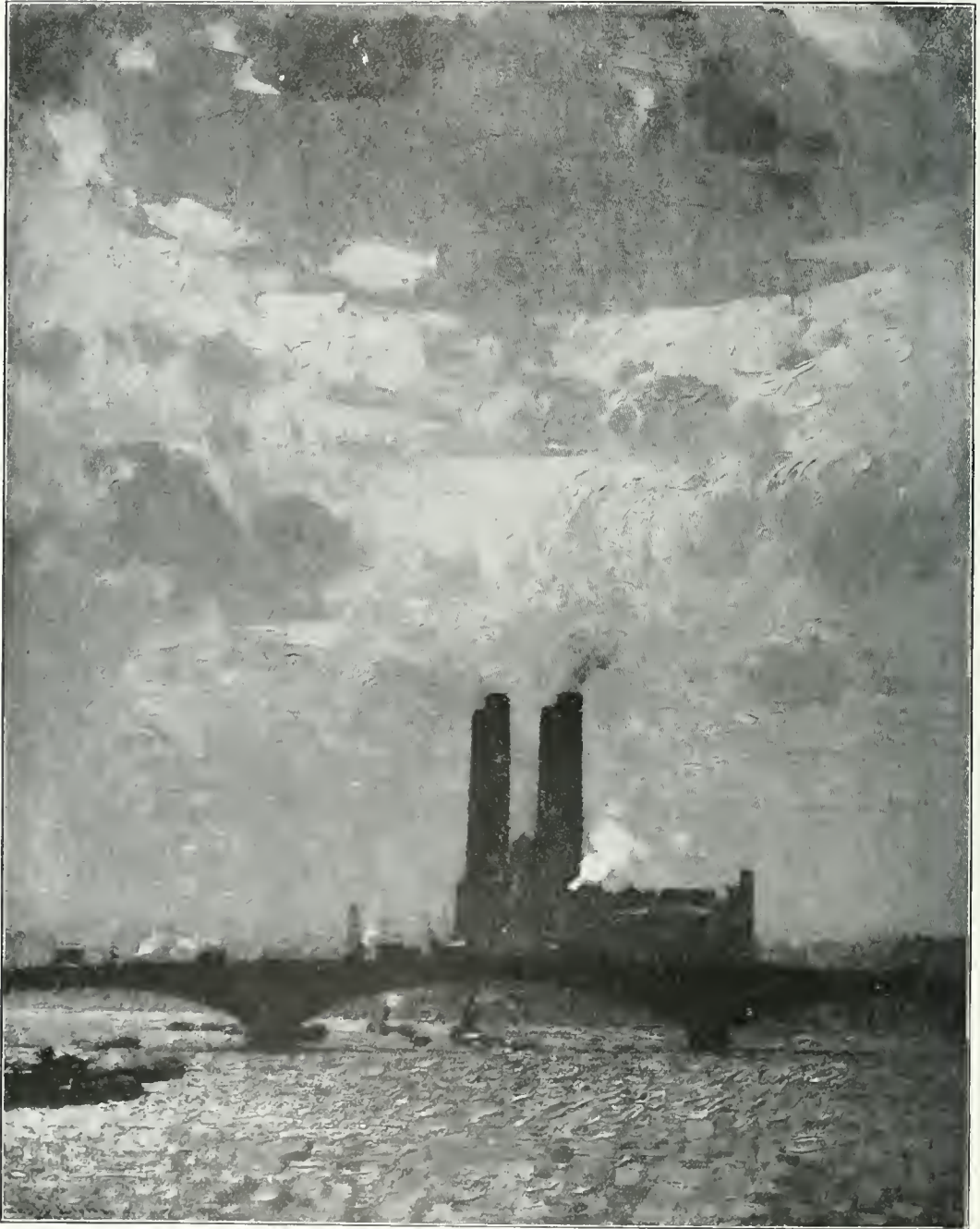




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An Evening in June.—G. HARCOURT.



Katrine and Griselda, daughters of F. Gordon Brown, Esq.—  
L. CAMPBELL TAYLOR.  
(By permission of F. Gordon Brown, Esq.)



The Goblin Market.—FRANK CRAIG.



The Dawn.—G. WETHERBEE.

In Syphons porcelain lined.

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Impossible of contamination.





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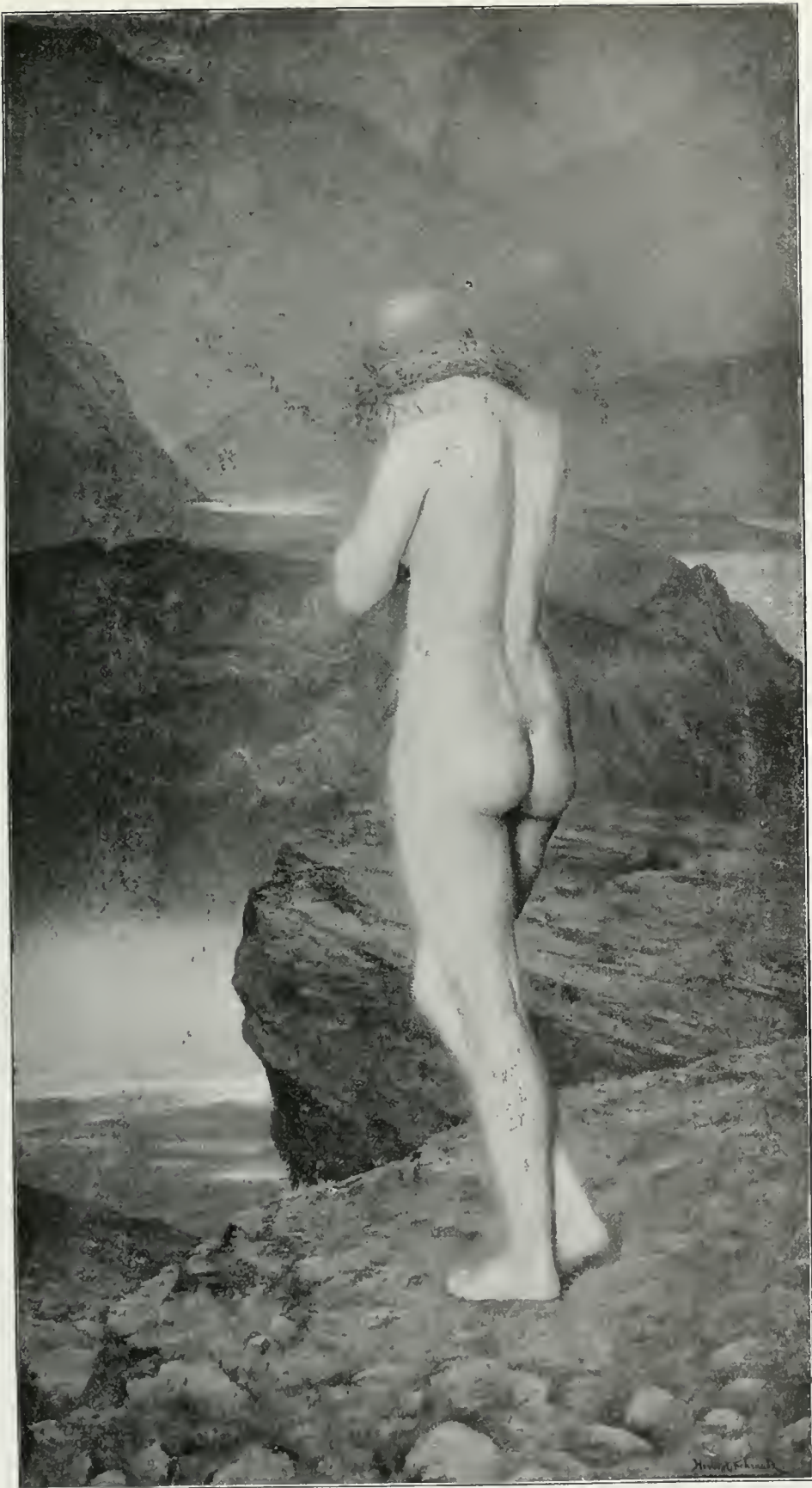




The Woman, the Man, and the Serpent.—BYAM SHAW.

See **I**nvincible **T**albot facing page 95.





Eve in Exile.—H. SCHMALZ.

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Col. T. Walter Harding, D.L., J.P.—Sir Hubert von Herkomer,  
C.V.O., R.A.



The Celestial Globe.—W. Strang, A.R.A.

See **I**nvincible **T**albot facing page 95.





The Unknown Land.—E. BLAIR LEIGHTON.

Fit accompaniments to  
the best of menus.

**SCHWEPPE'S** TABLE WATERS.

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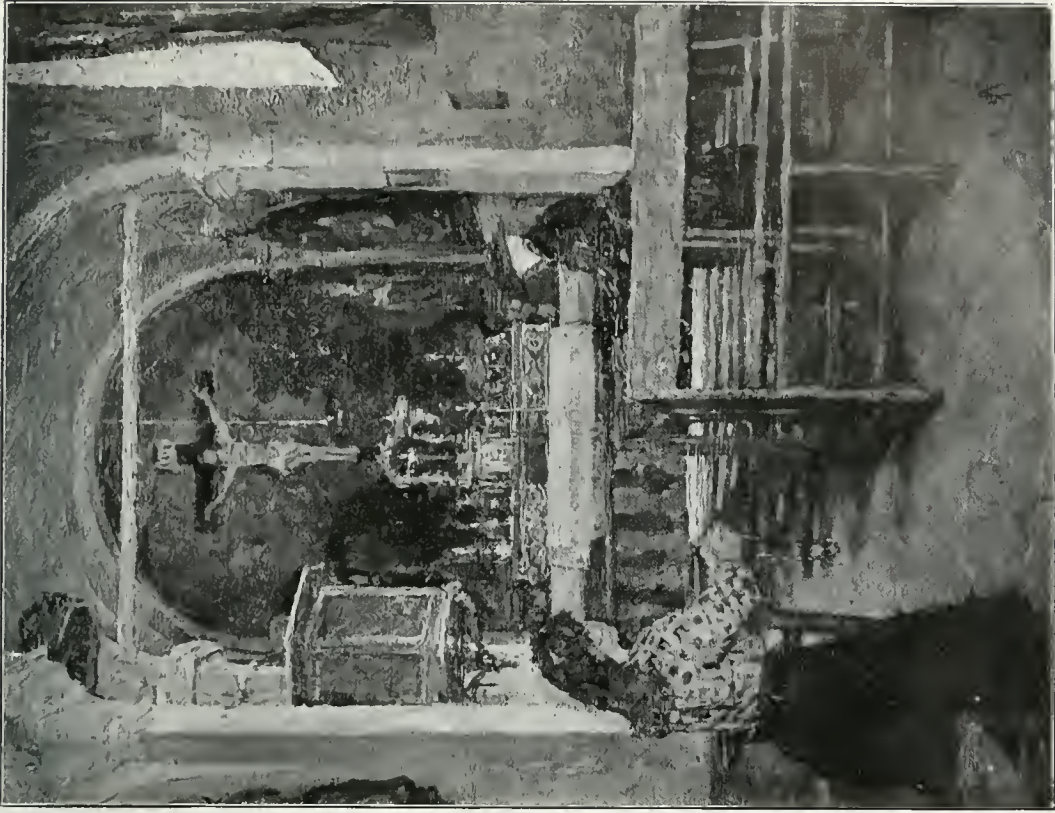


On the Barrow Downs, Dorset.—J. AUMONIER.



The Christmas Tree.—A. CHEVALLIER TAYLER.





A Wayside Chapel.—Mrs. STANHOPE FORBES.



"I reckon but the Golden Hours."—Mrs. SEYMOUR LUCAS.

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In the Studio.—L. CAMPBELL TAYLOR.

See **I**nvincible **T**albot facing page 95.



The Mask.—G. W. LAMBERT.





Chepstow Castle.—NIELS M. LUND.



"The lift grew dark, and the wind blew loud,  
And surly grew the sea."  
—*Ballade of Sir Walter Spens.*  
—DAVID MURRAY, R.A.

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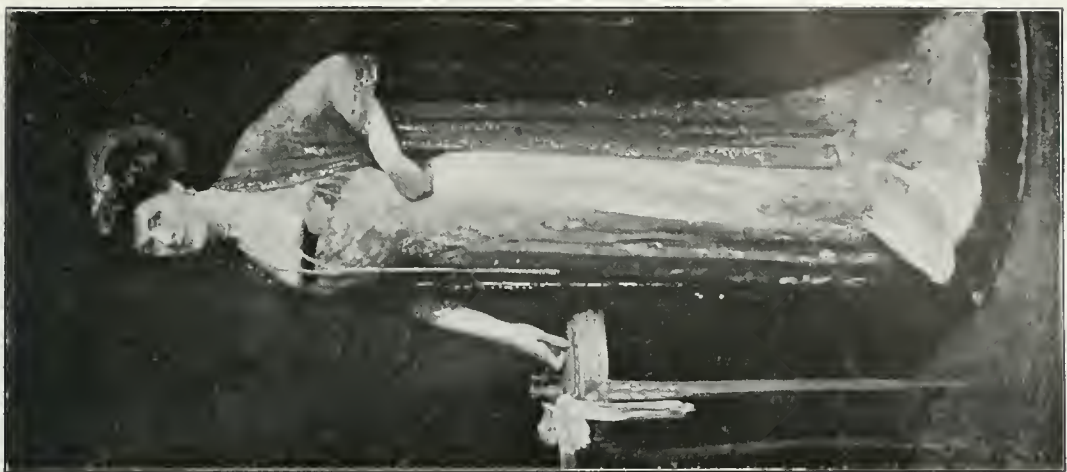




Miss Edith Bancroft.—W. R. SYMONDS.



The Viscountess Halifax.—W. LOGSDAIL.



Mrs. George Alexander.—HAROLD SPEED.



The Children of Major Stirling of Fairburn.—RALPH PEACOCK.



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A City Banquet: Mr. Justice Swinfen-Eady replies for the Visitors.—FRED ROE.



A Dryad.—A. WARDLE.



On the Way to the Festival.—C. W. WYLLIE.

See **I**nvincible **T**albot facing page 95.





Diana protected by her nymphs when disturbed by Actæon while bathing.—  
Miss I. L. GLOAG.

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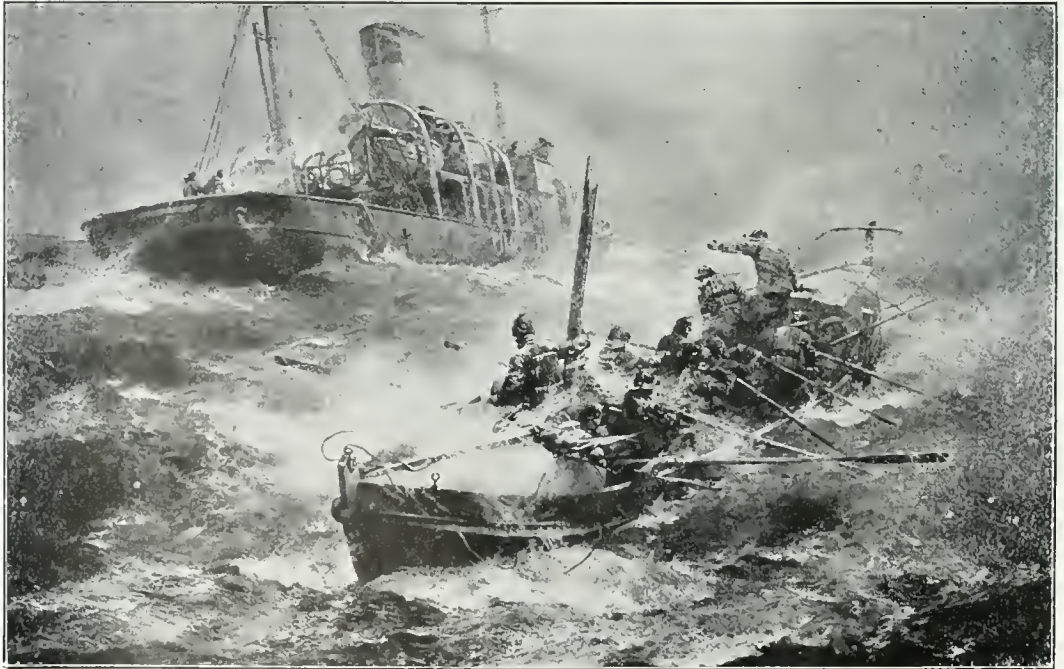


Morning at the Mill.—YEEND KING.





The Gale Breaking.—T. SOMERSCALES.



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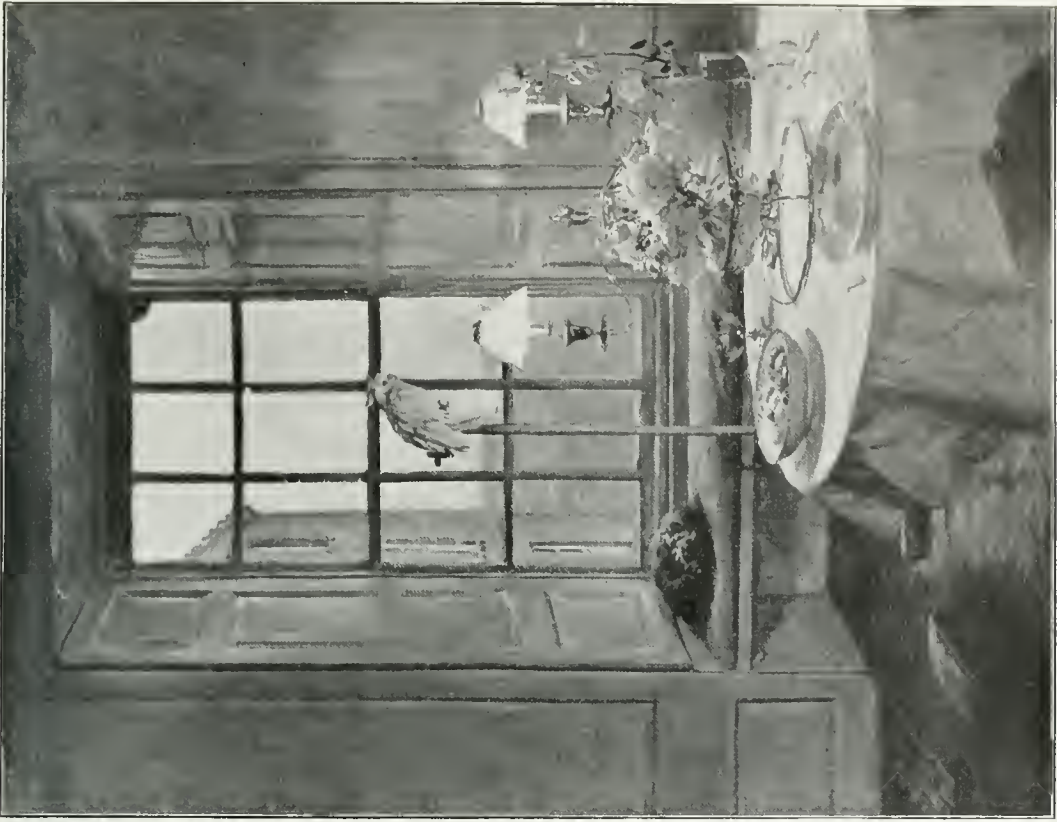


Cuma and the Gulf of Gaeta.—Mrs. CORBET.



Circe.—G. WETHERBEE.





A Room at Twilight.—J. H. LORIMER.



The Shaded Pool.—ERNEST PARTON.

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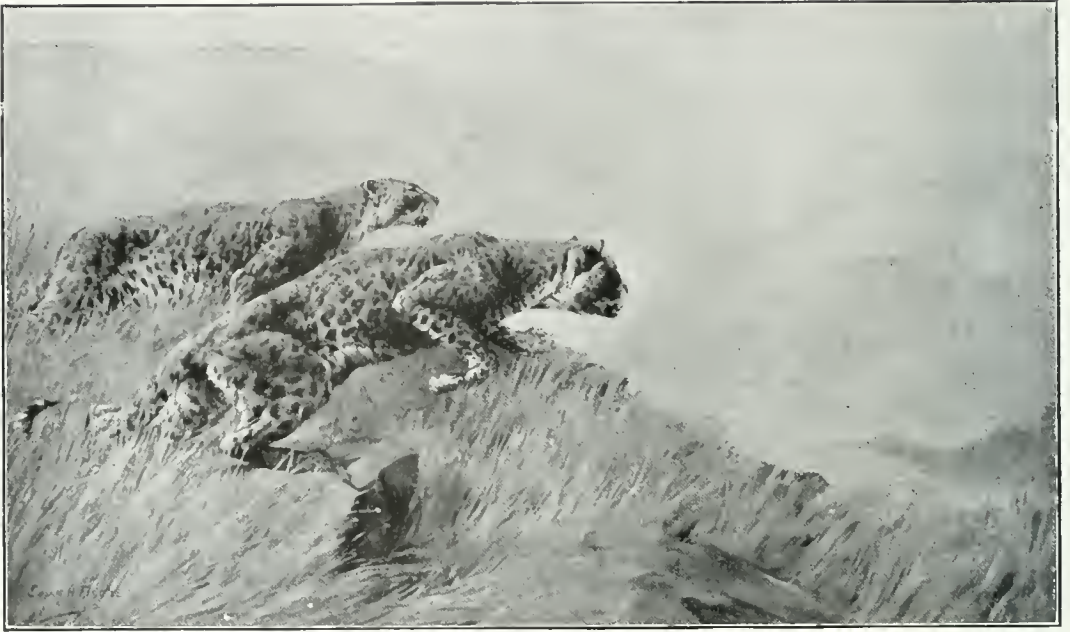


Mrs. Dixon.—H. DE T. GLAZEBROOK.



My Lady Flora.—P. A. HAY.

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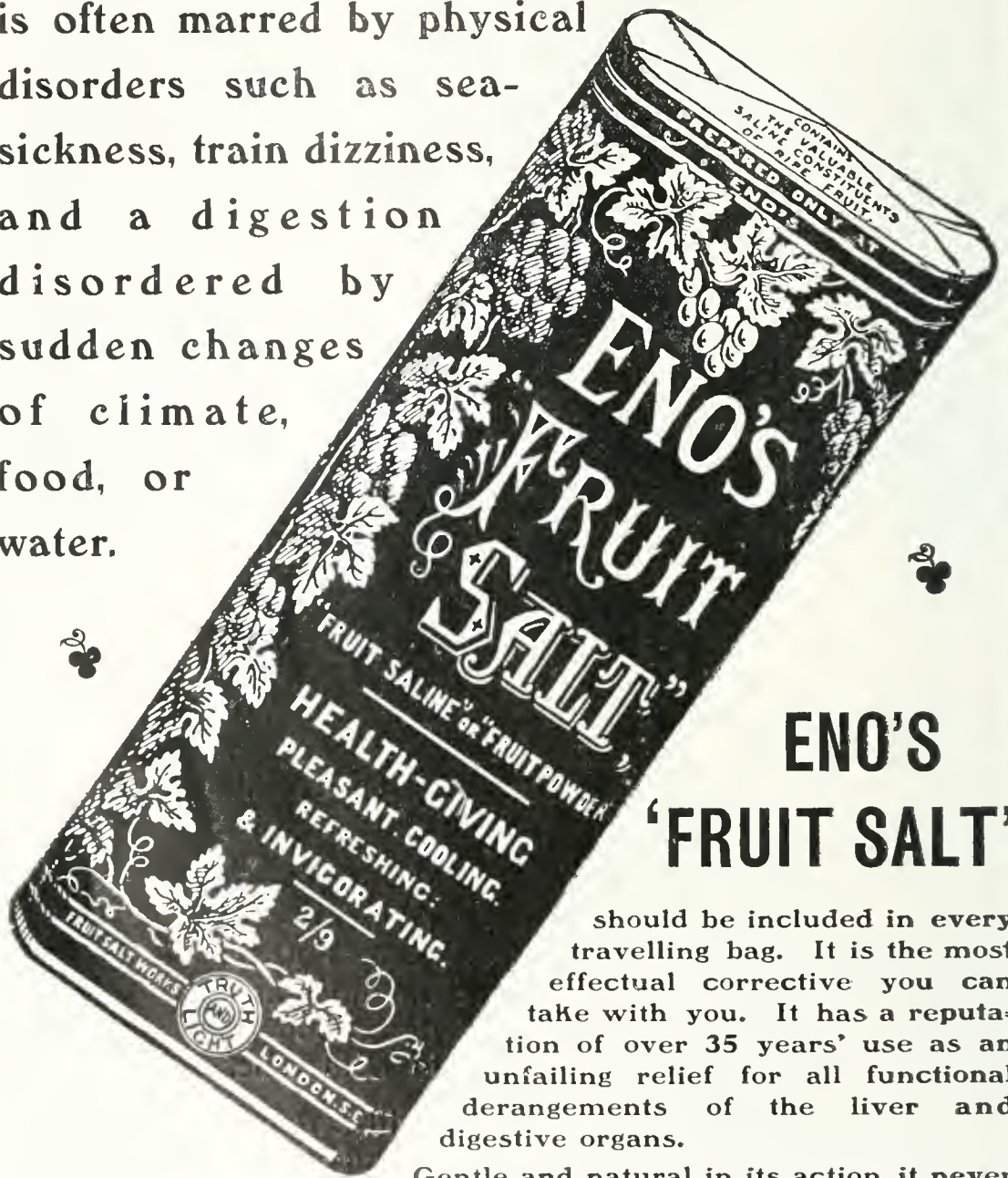
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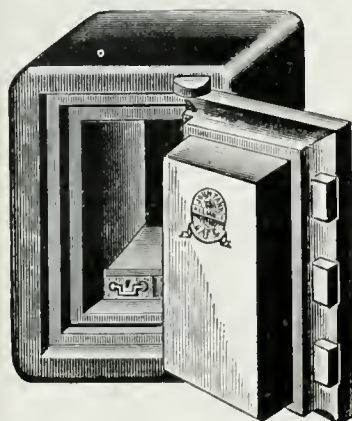
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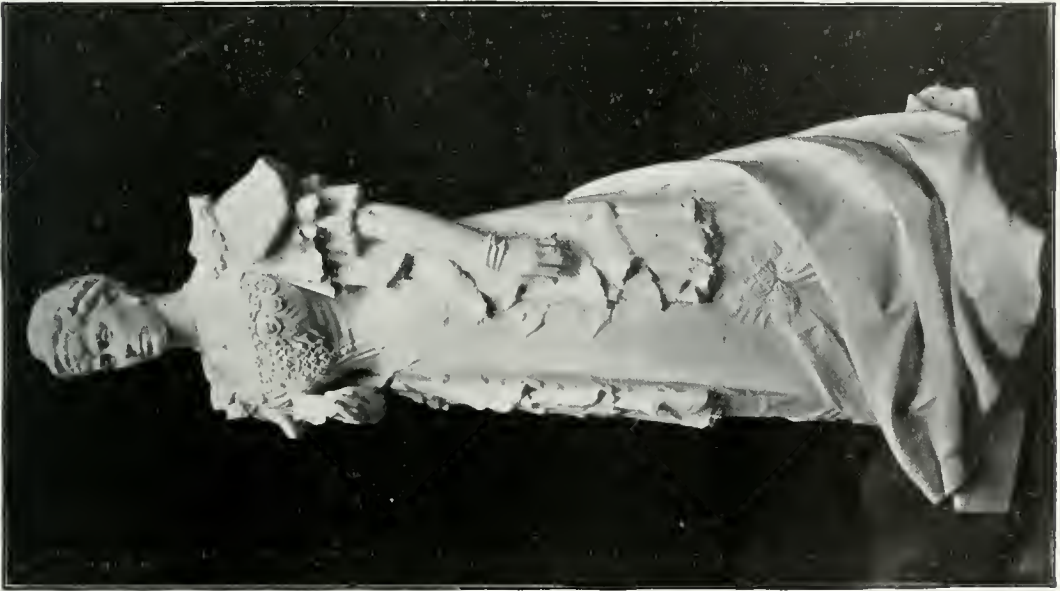
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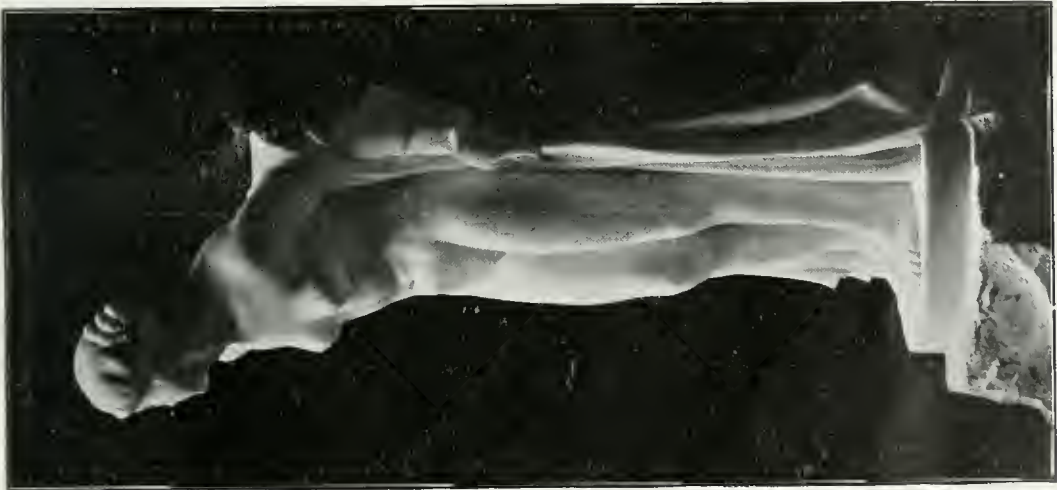


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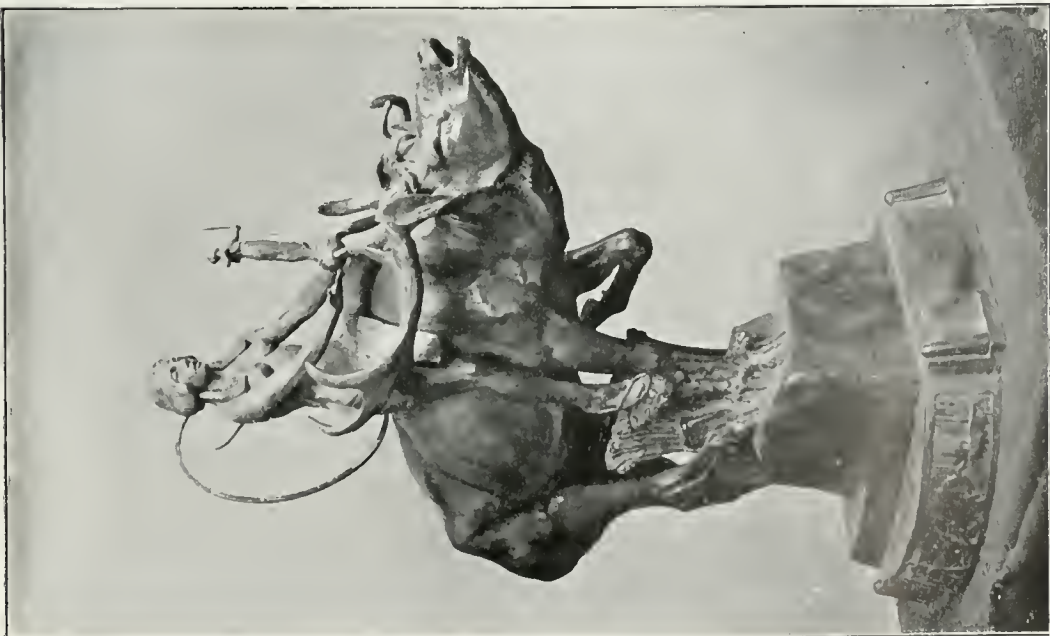




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Next to talent, their appearance is their chief asset, which they are sure to take the greatest care not to jeopardise. Therefore if they give evidence it means much.

In face of this, the woman of little faith, or the woman whose faith is easily abused, may waste her time with futile experiments, but the sagacious woman will become a votary of Valaze.

The following are the names of the ladies whose photographs and letters have by permission been reproduced on this page:—

Miss Evelyn d'Alroy,  
Miss Jessie Bateman,  
Miss Viva Birkett,  
Miss Pauline Chase,  
Miss Alexandra Carlisle,  
Miss Katherine Compton,  
Miss Dorothy Craske,  
Miss Alice Crawford,  
Miss Kate Cutler,  
Miss Marie Dainton.

Miss Lily Elsie,  
Miss Winifred Emery,  
Miss Elizabeth Firth,  
Miss Kitty Gordon,  
Miss Ethel Irving,  
Miss Millie Legarde,  
Miss Gracie Leigh,  
Miss Marie Lohr,  
Miss Cecily Loftus,  
Miss Enid Rose.

Miss Edna May,  
Miss Decima Moore,  
Miss May de Souza,  
Miss Marie Staholme,  
Miss Ellaline Terriss,  
Miss Irene Vanbrugh,  
Miss Violet Vanbrugh,  
Miss Ruth Vincent,  
Miss Fanny Ward,  
Miss Emmy Wehlen.

These ladies know. They and thousands of users of Valaze in many lands have realised that against the burning sun and freckles and sallowness, against piercing winds and weather, nature gives no infallible protection to the complexion; Valaze does. Nature scotes the face with tell-tale lines and furrows; Valaze unpickers and prevents them, keeping the face free from blotch and blemish. Nature roughens and reddens the skin; Valaze keeps it soft, clear and supple. 4/6, 8/6, and 21/- a jar. Valaze Complexion Soap, 2/6 and 4/6 a cake. Valaze Complexion Powder for greasy and normal skins, or Novena Powder (for dry skins), at 3/-, 5/6 and 10/6 a box. Valaze Lip Lustre for chapped and pale lips, 2/- and 3/6. Dr. Lykuski's Blackhead and Open Pore Cure 3/6 a box; No. 2 of same for obstinate cases, 6/-. Valaze Snow Lotion, a superb Viennese liquid powder, 4/-, 7/-, and 10/6; the same, Special, for greasy skins, 7/6 and 21/- a bottle. Novena Sunproof Creme prevents—as Valaze removes—freckles, sunburn, and sallowness, in jars 3/- and 6/- Valaze Liquidine overcomes redness and oiliness of the skin, 10/6 a bottle.

Madame Rubinstein's mode of obliteration of lines and deep wrinkles, of correction of dryness, greasiness, muddiness, or blotchiness of the skin, carried on by her at her famous Maison de Beaute Valaze is as near perfection as can be attained by competent and skilled human efforts.

Madame Rubinstein's valuable book, "Beauty in the Making," which she will send free on application to all readers of this publication, tells of the scientific treatment of the complexion at home and gives a full description of her preparations, treatments, and methods.

All correspondence to be addressed to—

**Madame Rubinstein**

(Dept. BW), 24, Grafton St.,  
Mayfair, London.

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# Iron 'Jelloids'

## The Iron 'Jelloid' Treatment for the Cure of Anæmia.

By Dr. ANDREW WILSON.

**A**LL Medical Men have recognised the lack of a pre-eminently suitable, convenient, and easily applied treatment for the cure of Anæmia. Iron is what the blood and body are calling for, but the administrative methods have not possessed just the effective features one could wish. Though Iron is such an essential blood constituent, though its lack must be combated and supplied, yet the majority of people are singularly susceptible to the annoying influences and effects caused by the manner of its absorption. This is where the Iron 'Jelloid' Treatment surpasses former methods, and it is the reason whereby its striking success has been attained.

(continued overleaf).



Miss Marie Löhr

SAYS:

*"I have found your  
Iron 'Jelloids' a splendid  
tonic and so dainty that  
they are most pleasant  
to take."*

Photo by F. W. Burford.

After taking IRON 'JELLOIDS' for a week or two, the cheeks regain their rosy tinge, the appetite is restored, digestion improved, and the system braced up; experience has proved that IRON 'JELLOIDS' have a beneficial effect upon the HAIR and COMPLEXION.

For ANÆMIA, POORNESS OF BLOOD, and as a GENERAL TONIC and PICK-ME-UP, IRON 'JELLOIDS' CANNOT BE EQUALLED.

# The Dainty Tonic

A FORTNIGHT'S TRIAL WILL CONVINCE YOU.

# Iron 'Jelloids'

## ANÆMIA By Dr. Andrew Wilson.

(Continued from page 1.)

✉ A copy of this Treatise on "Anæmia" by Dr. Andrew Wilson, will be forwarded, post free, on receipt of application.

**SIGNS OF ANÆMIA.** "Breathing hurried and gasping, on the slightest exertion,  
"pale cheeks lacking the ruddy glow of health, bloodless lips,  
"a general feeling of weariness—accompanied may be by pain  
"after food, indigestion—constipation, listlessness, inability of application  
"to any pursuit or even train of thought, depression of spirits, and irritability  
"of temper."

**TREATMENT OF ANÆMIA.** "It can be definitely stated that IRON 'JELLOIDS' constitute  
"the most effective and desirable treatment for ANÆMIA, or  
"Poorness of Blood. It has presented us with an efficient  
"manner of administering Iron in the most convenient and successful form yet  
"known. The sufferer is able to take IRON 'JELLOIDS' without danger, even  
"with pleasure, and with the sure knowledge that benefit will accrue. No ill  
"effects can possibly follow (the use of Iron) when taken in the form of  
"IRON 'JELLOIDS'."

### Extract from the Journal "NATIONAL HEALTH."

#### "A RELIABLE TONIC RESTORATIVE."

"Notwithstanding that a great advance has been made in recent years in the  
"administration of iron, the best preparation is found in the ordinary forms  
"so unstable that it speedily loses its valuable properties, and reverts to an  
"insoluble chemical.

"Most of the old forms were nauseous and of doubtful use, and in many  
"cases were not assimilated or digested, so the idea gained ground with some  
"that they could not take iron; for iron, if unassimilated, is a disturbing  
"element in the system, producing indigestion, sickness, constipation, and  
"a host of other troubles.

"Many have been the attempts to solve the difficult problem of producing an  
"assimilable iron in a form in which it will keep. These difficulties have  
"been overcome in Iron 'Jelloids.' Administration is pleasant, for

"IRON 'JELLOIDS' are palatable and easy to take.

"IRON 'JELLOIDS' do not injure the teeth.

"IRON 'JELLOIDS' do not cause constipation.

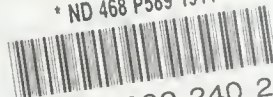
"The Lancet, The British Medical Journal, The Hospital, and other  
"medical papers have reported most favourably upon Iron 'Jelloids.'"

FOR FREE ADVERTISING NOVELTY SEE PAGE 4.

# UNEQUALLED FOR Anæmia

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# Iron 'Jelloids'

## To those who have been unable to take Iron.

There are some patients who cannot take Iron, or have not been able to up to the present; they will find that IRON 'JELLOIDS' will agree with them perfectly. In proof of this we cite the further testimony to the great advantage which IRON 'JELLOIDS' possess over all other preparations of Iron.

### The General Practitioner.

"Iron 'Jelloids' possess distinct advantages over other forms of iron. They do not constipate nor upset digestion nor do they blacken the teeth. We have treated many cases of severe anæmia with marked success."

### Quarterly Medical Journal.

"... Iron 'Jelloids' a very pleasant substitute for the ordinary pills."

### The Medical Press and Circular.

"Iron 'Jelloids'—These are a distinct advance. Analysis has proved that these 'Jelloids' may be highly recommended."

### The Nursing Record and Hospital World.

"The prices of them are very moderate and the invention deserves the approval of the Medical Profession, which it is obtaining in such a marked measure."

## WHAT THE PUBLIC SAYS:—

MRS. C. H. CATOR, 126, Barkworth Road, Rotherhithe, London, S.E., writes: "Having taken your 'Jelloids' for Anæmia, and found great benefit from them, I shall endeavour to make known to all my friends the great change that takes place so quickly. They are a blessing in disguise to all women."

MRS. J. BRINDLEY, 30, Market Street, Hednesford, Staffs, writes:—"My daughter had been suffering from Anæmia five months, and I tried almost everything till I saw your Iron 'Jelloids' advertised. The first dose she had taken we saw an improvement, and in about a week she had a colour like a rose."

MISS N. STARR, 57, Warwick Road, Redhill, writes:—"I think it my duty to write and thank you for the great benefit I have received from Iron 'Jelloids.' They have done more for me in five weeks than the other medicines I have taken have done in five years. I shall recommend them, for they are wonderful. I never felt better than I do now, and I am sure I do not look the same person I did a little while ago. My hair is also improving since I have taken Iron 'Jelloids.'"

MISS A. D. BIRD, 35, Hill Rise, Richmond Hill, Surrey, writes:—"I cannot speak too highly of the good Iron 'Jelloids' did me. I have suffered from Anæmia and Indigestion dreadfully for years, and nothing did me any good until I tried them. I have never had it since, but I always use the 'Jelloids' every year and nothing else, so that I know they are of wonderful benefit to anyone suffering from Anæmia or Chronic Indigestion. I always recommend them to any sufferers I come across."

MRS. JOBSON, Dovehouse Cottages, Kinsbourne Green, near Luton, writes:—"I started taking Iron 'Jelloids' at once, and I can honestly say there is an improvement in myself. I feel brighter. I have been anæmic for nearly fifteen years. I spent pounds on medicine without any lasting effect. I shall never regret the day I started taking them. I shall recommend them wherever I can."

# UNEQUALLED FOR Anæmia

RECT OF THE 'JELLOID' CO., OR OF ALL CHEMISTS.

# Iron 'Jelloids'

In IRON 'JELLOIDS' we have succeeded in producing the most valuable preparation of IRON in a PURE STATE, and the method of preparing them is so perfect that there is not the least possibility of their causing indigestion or constipation.

## As a General Tonic.

IRON 'JELLOIDS' will be found a delightful restorative after illness, especially influenza. They tone and strengthen the system, and ensure a quick recovery. As a general tonic they are excellent. Run-down men and women, and fast-growing and anæmic children, will derive the utmost benefit from taking IRON 'JELLOIDS,' the results are quick and lasting.

## A FEW MEDICAL OPINIONS.

Dr. S. :—

"I want the 'Jelloids' for a young lady who is unable to take Iron in any other form. She finds she can take the Iron 'Jelloids' without discomfort."

Dr. R. O. :—

"I find the preparation (Iron 'Jelloids') particularly serviceable and reliable."

Dr. R. :—

"I find that refractory children take Iron 'Jelloids' easily."

Dr. L. R. :—

"I find that my patients thoroughly appreciate Iron 'Jelloids.'"

Dr. A. H. R. :—

"My wife finds Iron 'Jelloids' very agreeable and easy to take."

Dr. A. O. H. :—

"Iron 'Jelloids' give the greatest satisfaction, the usual disagreeable effect of taking iron being absent."

Dr. J. R. H. :—

"They are a trustworthy preparation."

Dr. T. :—

"Iron 'Jelloids,' an excellent, inviting, and palatable form of administering Iron."

## HOW IRON 'JELLOIDS' ARE SOLD:—

Iron 'Jelloids' No. 1 (for Children), 1/1½, 1/9, and 2/6 per box.

Iron 'Jelloids' No. 2 (for Adults), 1/1½, 2/-, and 2/9 per box.

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A "course" of Iron 'Jelloids' (for cases of Anæmia), 4/6 per course.

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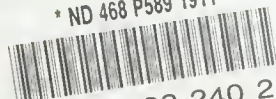
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